

ECRIO ANNOUNCES MOBEAM® DIGITAL BARCODE REDEMPTION SOLUTION AVAILABILITY

Paperless coupon technology requires no change to retailer's POS hardware or software

Cupertino, CA, and Las Vegas, NV, USA — May 5, 2008 — Ecrio, a pioneer in advanced communications and commerce solutions, today announced at the Food Marketing Institute's annual FMI Show plus MARKETECHNICS event the availability of its MoBeam® Digital Barcode Redemption solution for Q2 '08 trials, with production-level quantities of its innovative ClipPod™ keychain-based device available in Q3 '08. Ecrio's MoBeam technology eliminates the need for printed barcodes by using light from a light emitting diode (LED) on a keychain-based device to "beam" the equivalent of a barcode's reflection into the scanner.

Ecrio's MoBeam technology links today's consumers with their retailers of choice, creating new revenue opportunities for retailers, newspapers, traditional coupon 'ecosystem' vendors, and Web portals. MoBeam lets consumers digitally collect and save barcode-enabled offers — coupons, loyalty cards, gift cards and more — then digitally redeem them when they shop. The solution provides comprehensive digital coupon redemption and reconciliation processes to enable a digital coupon lifecycle, and includes the following elements:

- ClipPod™— a device that stores barcodes retrieved from the Internet (either via email or downloaded from a web site) and then transmits them directly to standard laser scanners. The device can be branded for retailers, manufacturers or media companies. The ClipPod measures approximately 2" x 1.5" x .5", and fits conveniently on a keychain.
- MoBeam Barcode Service (MBS) — a server-based solution that seamlessly integrates with retailers' websites to provide their customers with downloadable coupons. The MBS also provides detailed reports of coupon downloads and redemptions, and uses industry standard fraud prevention measures.

In addition to being a safe and cost-effective approach to couponing, the MoBeam Digital Barcode Redemption solution provides "green" benefits. According to CMS, a leading coupon processing provider, marketers issued 302 billion coupons in 2007— most via free-standing inserts in daily newspapers. Since MoBeam coupons are distributed digitally — and redeemed digitally as well — coupon providers can save money and the environment at the same time.

"Retailer interest in digital coupons is skyrocketing; there's never been a better time for us to begin field deployments of our MoBeam Digital Barcode Redemption solution", said Ecrio CEO Nagesh Challa. "And since MoBeam dovetails neatly with the coupon processing systems already in place, we see manufacturers, retailers, media companies, web portals, and traditional coupon providers as natural partners."

About Ecrio

Headquartered in Cupertino, California, Ecrio is the leading vendor of real time communication and mobile commerce software for mobile phones. Ecrio provides interoperable and standard compliant software to mobile phone manufacturers and mobile operators. Solutions include IMS based applications, such as Instant Messaging (IM), VideoShare, Voice over IP (VoIP), and Push to Talk over Cellular (PoC); and mobile commerce applications, including NFC and MoBeam™ mobile barcode redemption. Ecrio's customers include industry leaders such as NTT DoCoMo, Visa, NEC, Panasonic, Sharp, Fujitsu, Sony Ericsson, Mitsubishi, ASUSTeK and Pantech.

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