

INCARD INTEGRATES CELLTICK'S INTERACTIVE BROADCAST CAPABILITIES INTO NEW SIM CARD

Incard 64k SIM card supports Celltick LiveScreen

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Moscow, Russia, June 23 2005 - Celltick and Incard today announced that mobile phones using Incard's new Mokard 64k SIM card will now be able to display information and entertainment sent by operators using Celltick's LiveScreen system.

LiveScreen, the first interactive broadcast solution in the mobile world, continuously displays silent content teasers on millions of idle phone screens. Subscribers interested in any of these messages only need to click the OK button to access a variety of services, including downloads of ringtones and icons, WAP sites, SMS and MMS services, voice and USSD.

Celltick and Incard are working together in a number of countries to develop country and operator-specific solutions. Incard expects to ship millions of new Mokard cards with Celltick LiveScreen applications during 2005.

Celltick's dynamic idle screen product is the only commercial, tested and deployed offering in the market and is already being enjoyed by millions of mobile phone users. Operators already using Celltick to promote their data services include VimpelCom in Russia, AIS in Thailand, Hutchison India, China Unicom, Orange Israel and MTN Networks in Sri Lanka. A string of other operators are also expected to launch the Celltick service in the coming months.

Yossi Wellingstein, Celltick's CEO, said: "We are very happy to join forces with Incard. We believe that together we offer real value to our customers, helping them deliver content to users simply and effectively. Using Incard's technology to enable more phones to use our service is another step towards making our solution a mass market offering."

Simone Cavallo, CEO of Incard said, "Celltick's service is an ideal use of our card technology. Together we bring a valuable service to users and business value to operators. We demonstrate the power of the SIM to act as a key element in the mobile content value chain."