



## MobileVillage Recognizes ClairMail as Leader and Visionary in Enterprise Software

**NOVATO, CA, October 24, 2006** — ClairMail™ the leader in mobile phone-based customer interaction solutions, today announced that it won two Bright Star Mobile Star Awards™ from MobileVillage®, the 14-year leader in market development and news services about mobile technology. ClairMail's CEO, Joseph Salesky, was recognized with Bright Star honors as a Visionary in Enterprise Mobile Software. Additionally, ClairMail's technology received Bright Star honors for Enterprise Software: Fields Sales.

The fifth annual Mobile Star Awards™ honor and promote the best companies, products, deployments, and leaders in mobile and wireless technology. Winners are chosen by subscribers to *Go Mobile*®, MobileVillage's free online newsletter sent to technology executives, mobile professionals, IT managers, developers and top tech journalists.

"The Mobile Star Awards program has grown along with the mobile industry," said MobileVillage Editor Gary Thayer. "This year we saw hundreds of entries in about 60 categories, and nearly 1,000 people took the time to cast votes. The Mobile Star Awards are unique in that the judges are *Go Mobile*® readers. These people have a great knowledge of mobile products and success stories, and are eager to share that knowledge with the world."

"We are honored that our efforts to facilitate mobile access to secure information by field sales and end-user consumers such as bank customers have been recognized by colleagues and readers in this growing space. This accolade underscores ClairMail's position as a clear innovator in the mobile industry," said Joseph Salesky, CEO of ClairMail. "The Mobile Star Awards deepen our commitment to serving customers in the mobile software market by providing industry-leading solutions that increase business efficiency and strengthen customer relationships."

The ClairMail system utilizes text messaging or wireless email to enable access to any application or service from any mobile device – including mobile phones, smartphones, BlackBerry and Treo – and is versatile enough to provide mobile access solutions for a company's internal and external customers. For example, the ClairMail system deployed at a retail bank can provide field sales with access to critical back-end information such as the bank's CRM database, while concurrently delivering two-way customer interaction functionality to its end-user customers.

ClairMail recently introduced a messaging-powered mobile customer interaction delivery channel optimized for the retail banking industry. The new offering builds on the company's breakthrough mobile access platform and adds a host of new capabilities to power retail banking services – including fund transfers, actionable alerts, transaction verification, account information and history, second-factor authentication and no-hold customer service.

A list of winners in each of this year's award categories is posted at <http://www.mobilevillage.com/awards.htm>.

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### About ClairMail

ClairMail's breakthrough technology optimizes any mobile phone to instantly become a valuable two-way channel for customer interaction. Using the mobile phone's standard and intuitive messaging functionality, ClairMail empowers a company's external and internal customers to easily access and act upon secure information from any back-end application or complete a transaction, by sending a single text message or email. Unlike other proprietary and inflexible point solutions, the ClairMail system is a turnkey, standards-based offering that fits into existing enterprise environments without disruption and delivers the fastest time to value. By empowering mobile customers to retrieve and update vital information from any application, ClairMail removes the friction from customer interactions and makes a company's mobile workforce more productive. Founded in 2004, ClairMail is headquartered in Novato, Calif. The company is privately held and funded by Norwest Venture Partners and Outlook Ventures. For more information call (415) 884-7270 or visit [www.clairmail.com](http://www.clairmail.com)