



ClairMail Wins Andrew Seybold Choice Award

2-Way Mobile Customer Interaction Solution Chosen for Most Innovative Consumer Application

NOVATO, CA, April 9, 2007 —Andrew Seybold, Inc., a wireless industry consulting firm that advises both Fortune 1000 organizations and emerging companies, announced ClairMail as the winner of the Andrew Seybold Choice Award in the category of "Most Innovative Consumer Application." The ClairMail System optimizes any mobile phone for 2-way customer interaction – with no new mobile phone software required.

By using any phone's existing messaging and software capabilities, ClairMail enables financial institutions to avoid the operational nightmare of creating, deploying and supporting client-side software for the thousands of available handset configurations. ClairMail System infrastructure resides on-premise behind the financial institution's firewall and seamlessly and securely integrates with its back-end systems – empowering its customers to easily access secure information, conduct transactions and get no-hold customer service by sending a single text message or email.

The 2007 Andrew Seybold Choice Awards were presented at an invitation-only dinner in Orlando, FL on March 27, 2007 during CTIA Wireless 2007. The Andrew Seybold Choice Awards have come to be recognized throughout the industry for their ability to identify cutting-edge products and services that offer innovation and impact to both wireless providers and end-users. Previous winners include Sprint Nextel, Lenovo, Cingular Wireless, and Vaultus Mobile Technologies; their offerings, which were pioneering when they received the Seybold Awards, have grown to be accepted as the norm in today's environment.

"Each of this year's award winners have made significant progress in simplifying the user experience, which is critical to expansion in the wireless industry," said Andy Seybold, President and CEO of Andrew Seybold, Inc. "The ClairMail solution enables 2-way mobile banking and payments on any messaging-enabled mobile phone, regardless of manufacturer, carrier, operating system or platform. Innovation is what keeps companies like ClairMail ahead, and it is what drives continued progress from firms throughout the wireless sector."

"Winning the Choice Award is a testament to the technology innovation and value that ClairMail brings to financial institutions that wish to increase the level of service and interaction with their customers," said Joe Salesky, CEO of ClairMail. "By leveraging the existing messaging capabilities already on mobile devices, including short message service (SMS), wireless email and the mobile Web, ClairMail is innovating with simplicity and has created a high-value solution that consumers can easily adopt. We are honored that Andrew Seybold has recognized our efforts."

About ClairMail

ClairMail's breakthrough platform and applications optimize any mobile phone for two-way customer interaction – with no new mobile phone software required. It is ideal for any industry vertical where there is a desire to increase the level of interaction between companies and their customers. Unlike other proprietary and inflexible point solutions, the ClairMail system is a turnkey, standards-based offering that seamlessly and securely integrates with back-end systems and delivers the fastest time to value. Founded in 2004, ClairMail is headquartered in Novato, Calif. The company is privately held and funded by Norwest Venture Partners, Outlook Ventures and JAFCO Ventures. For more information call (415) 884-7270 or visit www.clairmail.com.

About Andrew Seybold, Inc.

Andrew Seybold, Inc., founded by wireless and mobile communications expert Andrew M. Seybold, operates internationally, offering unparalleled analyses of technologies and trends impacting the convergence of wireless, mobility and the Internet. Andrew Seybold, Inc. is known widely for its strategic consulting services, industry publications and industry-specific educational seminar programs. Notable among its offerings are the Andrew Seybold Commentary and Wireless Data University. Sign up for a free subscription of Andrew Seybold Commentary and learn more about Andrew Seybold, Inc. at www.andrewseybold.com.

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