



PRESS RELEASE

Press Contacts

Wavefront Contact:

Patty Lee
+1 604.764.9512
pr@wavefrontac.com

Mobile Distillery Contact:

Séverine Vaselli
+33 6 12 68 38 06
severine.vaselli@mobile-distillery.com

Wavefront chosen by Mobile Distillery as its exclusive West Coast training facility

B.C.-based commercialization centre partners with mobile applications production software specialist; launches WaveGuide™ training series for local wireless and new media developers in October

VANCOUVER, B.C. – September 2, 2008 – Wavefront, the commercialization centre accelerating the growth of British Columbia's wireless and new media cluster, announced today a partnership with Mobile Distillery, the leading specialist in software solutions for mobile application production and testing services, making Wavefront the exclusive training facility on the west coast of North America for Mobile Distillery's Celsius v5 and Alembic v1 solutions.

Wavefront will launch its WaveGuide™ technical training series on October 2 with a one-day Mobile Distillery Celsius v5 free training session that shows developers how easy and quick it becomes to prototype, develop and automatically port innovative mobile applications to potentially +1000 Java and BREW handsets. Chris Scholefield, President of Inception Software Technology, will lead the October WaveGuide session, drawing on his 20 years in the wireless industry as a project consultant, senior engineering manager with Motorola and other leading tech firms, and adjunct professor at the University of B.C.

"The Mobile Distillery partnership reduces mobile application production costs and time and makes training more accessible to B.C.'s emerging wireless development companies," said James Maynard, President of Wavefront. "Access to mobile industry best practices and new development tools is essential to companies innovating new applications, and Wavefront has made training partnerships like this one with Mobile Distillery a major element in its commercialization strategy."

"Wavefront's mission of accelerating the mobile development cycle is a match with the tools we have developed at Mobile Distillery that can cut the whole production cycle time in half, and because of Wavefront's location in Vancouver, this partnership connects our development solutions with one of North America's largest mobile development communities," said Vincent Berge, co-founder and General Manager, Mobile Distillery.

Suitable for mobile marketing, payment, business and game applications, Mobile Distillery's Celsius v5 automated porting software solution utilizes a unique Parametric Profiling® methodology that allows developers to automatically port different optimized versions of its application to over 1,000 Java and BREW devices from one single source code whilst also ensuring their automatic update to new devices as they come to market. Fully integrated within NetBeans and Eclipse, Celsius considerably simplifies the whole processes of mobile application development allowing non Java ME or BREW experts to easily embrace a wide range of mobile developments. Its Alembic v1 device database is a powerful web based software service allowing users to access over 1000 device parameters for over 1,000 phones fully tested and catalogued by the Mobile Distillery Testing Labs.

Mobile Distillery is launching Celsius v5 at CTIA Wireless & Entertainment and will be hosting a product demonstration at Booth 129 in the Developer Pavilion on Thursday, September 11, 2008 at 11:15 a.m. Pacific Standard Time.

For more information on the WaveGuide training on Celsius or upcoming Alembic training sessions, developers can visit <http://www.wavefrontac.com>.

About Wavefront

Wavefront is the commercialization centre accelerating the growth of British Columbia's growing cluster of more than 1,000 wireless and new media developer companies. Wavefront improves speed-to-market and delivery of mobile applications and devices by providing emerging companies with a suite of WaveGuide™ training, mobile industry advisory services and testing and accreditation services that facilitate commercial engagement with mobile network operators and enterprise companies around the world. For more information on Wavefront, visit <http://www.wavefrontac.com>.

About Mobile Distillery

A specialist in mobile technologies, Mobile Distillery provides innovative software and services allowing corporations, application developers and publishers to efficiently address the complex environment of mobile platforms and markets. Capitalizing on seven years of R&D and worldwide handset knowledge, Mobile Distillery solutions help developers to easily manage the production of their mobile applications as well as the delivery to the widest range of existing and upcoming compatible devices worldwide. Mobile Distillery also helps ensure quality of mobile applications and products through dedicated testing services. By considerably simplifying the entire application production cycle, from concept and development through porting, testing, certification to deployment and backfilling, Mobile Distillery allows developers to embrace the wide range of mobile applications and services, reducing costs and accelerating production by more than 50%.

Mobile Distillery's customers include developers, publishers and system integrators across the mobile application ecosystem, web specialists (Amadeus, Mappy, Orange/Voila, Overblog, Sharewire, ...), mobile game publishers (Exkee, Lexis Mobile, Visiware, ...), mobile marketing agencies (CubeX Agency, Ubitouch, ...), and IT service companies (Atos Worldline, Prylos, Business Anywhere,...).

Mobile Distillery has offices in France - Paris and Marseilles, in Canada - Montreal and in Singapore. In January 2008, Mobile Distillery raised US\$3M in a round of Series A funding from two Innoveris funds managed by Viveris Management Capital S.A. For more information please visit <http://www.mobile-distillery.com>.

About Inception Software Technology

Inception Software Technology Inc. is a privately held BC Corporation specializing in wireless services and applications. It has its office in Richmond, BC and provides a range of consulting and development services in wireless, data communications, networking, telecommunication systems and computer systems. Services offered include communication technology consulting, contract employees, recruiting technology staff, wireless software development, systems integration and wireless product testing. For more information please visit <http://www.inceptionsoft.com>.

###

Wavefront is a registered trademark of Wavefront Wireless Innovation Society of British Columbia.