

**FOR IMMEDIATE RELEASE**

**Everypoint Expands Senior Management Team  
as Global Demand for Real-Time Mobile Applications Soars**

***Nabeel Hyatt and Dirk Nagel Join Company  
To Further Accelerate Momentum in U.S., Europe***

**BOSTON – May 2, 2006** – Everypoint, pioneer of a new class of mobile applications for the world's premier content providers, today announced the appointment of two senior executives in the U.S. and Europe, who will help address rapid company growth and demand for Everypoint applications. Nabeel Hyatt joins the company as Vice President of Production, and Dirk Nagel as Vice President of Business Development in Germany.

The announcement comes on the heels of a major partnership agreement with Yahoo!, under which Everypoint is creating Yahoo!'s Mobile MatchCast™ application for the world's largest sports tournament, beginning this summer in Germany. Additionally, Everypoint announced in March that the company secured \$10 million in Series B funding from leading investors including Prism Venture Partners, TD Capital Ventures, and Venrock Associates.

“The demand for real-time mobile content is soaring, and both Nabeel and Dirk bring extensive direct market experience that will help Everypoint manage our accelerated growth and address the surge in demand for our mobile applications,” said Evan Schumacher, Everypoint CEO.

According to Nabeel Hyatt, “When consumers are mobile they have even less tolerance for latency and confusing interfaces than they do on the web. The team at Everypoint got that, and thanks to the real-time push services they built we'll be creating groundbreaking new mobile applications.”

Dirk Nagel added, “Everypoint's executive team and its novel technologies position the company to address unprecedented opportunities in the mobile content market. I am very optimistic about the market, as well as Everypoint's ability to foster the mass adoption of real-time mobile entertainment applications worldwide.”

Hyatt is a veteran of five successful wireless and media-related technology start-up companies and is considered a pioneer in the mobile content space. He served as Chief Operating Officer of Teamtalk, a global sports media and technology company, and is credited with introducing Teamtalk partners such as Yahoo!, Vodafone, Orange and the FIFA World Cup to new interactive mobile concepts.

Most recently, he served as Chief Operating Officer for Ambient Devices, the company best known for making real-time wireless information glanceable through the Ambient Orb, an innovation that earned Hyatt and his partners the prestigious "Ideas of the Year" award by the *New York Times*. The Ambient Orb is credited with pioneering a movement where data generated by computers is increasingly expressed in objects that fit naturally into our daily lives.

Nagel brings extensive experience in wireless and mobile marketing. Prior to joining Everypoint, he was Director of Partner Management, Europe, for Infospace Inc/elkware GmbH, a publisher of wireless entertainment. Previously, Nagel was head of worldwide sales, as well as CEO of the Americas, for Elkware GmbH, a wireless games developer and publisher. He also held senior management positions with other companies in the wireless and mobile marketing industries including Mobile Maniacs GmbH, 24dialog GmbH and SMS-infowelt AG.

Everypoint allows carriers and content providers to maintain valuable, ongoing relationships with millions of consumers by delivering fresh, 'always on' content with superior graphics to their mobile phones. Consumers download Everypoint applications directly onto their mobile phones, and content is pushed to them on a continuous basis via the company's powerful content delivery engine. Everypoint's proprietary Rapid Application Development (RAD) process accelerates development cycles and ensures applications are scalable, allowing for new features and functions to be added "on the fly" and lowering operating costs for content providers, and, ultimately, consumers. Superior graphics capabilities and a proprietary vector graphics engine ensure content is delivered with crisp, vivid images unmatched in the mobile market.

The Yahoo! Mobile Matchcast™ is a downloadable application that will run on virtually every new Java handset. The application will include a graphically rich, easy-to-use interface combined with detailed World Cup tournament information.

### **About Everypoint**

Everypoint creates mobile applications for content providers and carriers around the globe. With an initial focus on the sports market, Everypoint enables companies to establish and maintain valuable, ongoing relationships with their consumers through mobile applications that combine superior graphics, real-time content and an easy-to-use interface. Headquartered in Boston, Everypoint has secured more than \$14 million in funding from leading U.S.-based venture capital firms. For more information, visit [www.Everypoint.com](http://www.Everypoint.com).

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