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Alcatel Lucent and 1020 Placecast Program Named as Finalist in 2010 Global Mobile Awards

Alcatel Lucent and Placecast nominated in the Best Mobile Location Based Advertising Campaign category for SONICsignals™, an innovative location-triggered messaging program that raises brand awareness and drives customers to physical stores

(Paris and San Francisco, CA) – January XX, 2009 - Alcatel-Lucent (Euronext Paris and NYSE: ALU) and 1020 Placecast, provider of the first location-based platform designed to use digital marketing to drive consumers into physical environments, today announced that the SONICsignals™ program has been selected as a finalist in the 2010 Global Mobile Awards. SONICsignals™ has been nominated in the “Best Mobile Location Based Advertising Campaign” category, highlighting Placecast’s and Alcatel-Lucent’s unique mobile marketing service that combines location and geofencing with marketing intelligence.

Placecast's new mobile program provides marketing as a service, not an intrusion, by enabling customers to opt-in to follow a brand they care about, alerting them to valuable information when they are near a point of interest for the brand. Using Alcatel-Lucent's patent pending geofencing technology -- which is used to create virtual “neighborhoods” or areas of interest in a given locality -- this program enables SONIC@ to talk to their customers when they were near a restaurant, attending an event or doing the things they enjoy. Alcatel-Lucent’s Open API Service allows developers like Placecast to access location data and geofencing capability via a common set of APIs while protecting user privacy. This capability is an example of Alcatel-Lucent's application enablement vision, which is focused on combining the trusted capabilities of the service providers with the speed and innovation of the Web to provide both consumers and business users with richer experiences.

“Consumers are looking for that one-on-one engagement,” said Dustin Jacobsen, Director of Social Media & Technology for advertising agency, Barkley, SONIC’s agency of record. “Place and time are becoming the new drivers of context in mobile marketing, and we are excited about the potential of programs like this one to deliver more relevant marketing to consumers,” said Jacobsen.

Placecast’s new mobile service dynamically customizes the messages with location-specific content based on place and time, such as specific menu promotions and more broad branding messages. Geofences are drawn around store locations and other relevant points of interest based on campaign objectives, trading areas and

timely events, and users following the brand receive messages on their mobile phone when they enter or leave a geofenced area.

Combining location and geofencing technologies with marketing intelligence, the SONICsignals™ program creates a 1:1 relationship with customers and by building context relevancy between place and time, the results are unmatched.

“We are honored to be considered as a finalist for this prestigious award,” said Alistair Goodman, CEO for 1020 Placecast. “Location and geofencing technologies are central to our mobile marketing service, so to be recognized for our program among several prestigious companies is further validation that we are building a world class service and a trusted, valuable marketing platform.”

“We are excited to have participated in the SONICsignals™ program with Placecast,” said Laura Merling, vice president of Alcatel-Lucent's Developer Platform. “By opening up geofencing and location capabilities to application developers and content providers, we are enabling new personalized service experiences for mobile subscribers while also enabling new business models across the eco-system, making it a win-win for all involved.”

“Our congratulations to all nominees for the Global Mobile Awards 2010,” said Rob Conway, CEO and Member of the Board of the GSMA. “Competition for these awards is fierce, with more than 500 entries - including many of an exceptional standard - and a highly discerning independent judging panel to impress; to be shortlisted is quite an achievement. We look forward to the unveiling of the winners at the Mobile World Congress in Barcelona next month.”

About 1020 Placecast, Inc.

1020, Inc. is the developer and owner of Placecast, the first location-based platform specifically designed to use digital marketing on mobile to drive consumers into physical environments.

1020's groundbreaking Placecast service recently earned the company the OnMedia Top 100 Award, given to game-changing companies in the marketing, branding, advertising, and PR industries. Current partners include NAVTEQ and Alcatel-Lucent, and marketers include FedEx Office, Avis and Budget Rental Cars and Hyatt Hotels. 1020 is funded by ONSET Ventures, Quatrex Capital, and Voyager Capital.

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted partner of service providers, enterprises and governments worldwide, providing solutions to deliver voice, data and video communication services to end-users. A leader in fixed, mobile

and converged broadband networking, IP technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach.

Alcatel-Lucent achieved revenues of Euro 16.98 billion in 2008 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet: http://www.alcatel-lucent.com/application_enablement

About Barkley

Barkley is the largest employee-owned agency of its kind. Founded in 1964, the company has 275 partners offering a full range of marketing communications services including advertising, public relations, cause branding, sponsorships and events, relationship marketing, social media, design, media planning and buying, motion graphics, research and interactive marketing. Barkley has offices in Kansas City and Pittsburgh with additional field offices across the nation. More info: www.barkleyus.com and www.barkleyREI.com.