

## PRESS RELEASE

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### **FierceWireless Names CellCast as one of Its “Fierce 15” Wireless Companies of 2009** *CellCast Technologies on Leading Edge of Wireless Technology*

**[ST. LOUIS, MO] –May 20, 2009** – CellCast Technologies announced today that it has been named to the annual FierceWireless “Fierce 15” list, designating it as one of the top wireless companies of the year. FierceWireless editors evaluated hundreds of organizations, and found CellCast to be amongst the “fiercest,” proven by their creativity and innovations in the marketplace.

FierceWireless, an internationally recognized daily email newsletter reaching more than 70,000 senior wireless industry executives, provides executives in over 100 countries with a quick, authoritative briefing on the day's top wireless stories, including new trends and technologies.

“CellCast’s emergency alert system helps operators authenticate and prioritize messages during an emergency. This is a critical solution for the public safety community,” said Sue Marek, Editor-in-Chief of FierceWireless.

CellCast Technologies has long been committed to making the delivery of emergency messages “personal” with their browser based EAGLE Alerts™ messaging front-end, their Trust Protocol Consulting services and their innovative Aggregator Gateway (AG) broker technology necessary for the deployment of geo-targeted cell broadcast notifications and alerts. As the only company in the United States that currently operates a system for facilitating messages being sent via cell broadcast, CellCast Technologies is working



# CellCastTechnologies

The Global Authority On Location-Based Communications Solutions

to define “best practices” in the implementation of both emergency and commercial solutions delivered via wireless networks.

“We are thrilled to be recognized by FierceWireless, the industry’s must-read news leader,” said Margaret Mata, Director of Marketing for CellCast Technologies. “The wireless community depends on FierceWireless to provide the most up-to-date news along with analysis of major industry trends. It is an honor to be recognized by such a well-regarded news outlet.”

The FierceWireless “Fierce 15” celebrates the spirit of being “fierce” – championing innovation and creativity, even in the face of intense competition. The complete list of winning companies is available on the FierceWireless Web site at <http://www.fiercewireless.com>.

## **About CellCast Technologies [www.cellcastcorp.com](http://www.cellcastcorp.com)**

CellCast Technologies is the global authority on location-based communications solutions. With proven interoperability, CellCast provides affordable and reliable point to point and point to multi-point (cell broadcast) emergency and notification solutions for government, educational institutions, industry and corporations. CellCast Technologies is an international company based in St. Charles, Missouri, with offices in South America and Europe.

## **About FierceMarkets**

FierceMarkets, a leader in B2B e-media, provides information and marketing services in the Telecommunications, Life Sciences, Healthcare, IT, and Finance industries through its portfolio of e-mail newsletters, Web sites, webinars, and live events. Every business day, FierceMarkets' wide array of publications reaches more than 800,000 executives in over 100 countries. Current publications include: FierceBiotech; FierceBioResearcher; FierceBroadbandWireless; FierceCIO; FierceCIO:TechWatch; FierceContentManagement; FierceDeveloper; FierceFinance; FierceFinanceIT; FierceGovernmentIT; FierceHealthcare; FierceHealthIT; FierceHealthFinance; FierceIPTV; FierceMobileContent; FierceMobileHealthcare; FierceMobileIT; FiercePharma; FierceSarbox; FierceTelecom; FierceOnlineVideo; FierceVaccines; FierceVoIP; FierceWireless; FierceWireless:Europe; and Hospital Impact.