

SameCell Releases Mobile Social Networking 2.0 Application For BlackBerry Smartphones

Proximity-based technique provides greater privacy and automated method for users to know who's nearby and what's happening around them

For Immediate Release

COLLINGWOOD, Ontario/EWORLDWIRE/July 18, 2008 --- SameCell Inc., an innovator in the emerging field of mobile social networking and location-based services, today announced the release of its 2.0 product for BlackBerry Smartphones. SameCell's innovative technology scans an area up to 30 miles in every direction to alert users when friends, places of interest or same-time events fall within their proximity.

Robust privacy controls enable a full range of location sharing options and new interactive features let users share places and same-time events with friends and other SameCell users.

SameCell embraces GPS devices to offer enhanced features and accuracy, but works perfectly well on devices without GPS by leveraging SameCell's global database of GSM and CDMA cell towers.

"Our proximity matching technology uses a hybrid model of cell-towers, GPS coordinates and geo-codable street addresses. This extensible model will enable us to more easily expand the reach of our service to additional smartphone platforms," said Peter Tyson, vice president of research and development for SameCell.

The new release is compatible with all previous versions of the application including SameCell for Facebook and the SameCell for Facebook extensions for the iPhone, iPod Touch and SMS phones.

About Samecell

SameCell Inc. is a developer of innovative location technologies for mobile social networking. SameCell's location technologies offer a unique balance between proximity and location that promotes personal location privacy. Visit '<http://www.samecell.com>' to learn more.

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