

Prompt appointed to launch Skyhook Wireless in Europe

Mix of media, analyst and social media relations will launch trailblazing location-based technology developer into UK market

London, UK, and Cambridge, Mass., 24 June 2008 – Prompt Communications [<http://www.prompt-communications.com>], a specialist in technology PR, marketing and social media communications, has won the UK PR account for Skyhook Wireless [<http://www.skyhookwireless.com>], a US-headquartered developer of a pioneering wireless positioning system (WPS) that enables location-based services to be delivered to Wi-Fi-enabled devices.

Prompt will use a mixture of traditional media and analyst relations and social media initiatives to launch the company into the UK market. Its brief is to build a high level of awareness of Skyhook Wireless among mobile device manufacturers, location-based software developers and end-users.

Skyhook Wireless was founded in Boston, Massachusetts in 2003. Founder and CEO Ted Morgan saw an opportunity to create a framework for the delivery of location-based services. The explosive growth of wireless technologies and the popularity of existing location-based services based on the Global Positioning System (GPS) had convinced him that there was a large global market opportunity for the delivery of services to mobile users.

Since 2003, the company has mapped the location of more than 50 million wireless internet access points in thousands of cities worldwide to create a comprehensive Wireless Positioning System (WPS). The system can pinpoint the location of a Wi-Fi-enabled device to an accuracy of 20 metres by using its knowledge of nearby wireless access points to triangulate the position of the device. This allows users to take advantage of location-specific applications such as local search, friend finders and mobile social networking features.

Prompt was chosen to launch Skyhook Wireless and its WPS into the UK because of its knowledge and experience, according to CEO Ted Morgan. “The Prompt team showed that they not only understand the business and consumer case for location-based services, and the media that we need to communicate with, but that they also understand the underlying technologies and our business model for working with software developers and device manufacturers,” he said. “This breadth of expertise will be invaluable in communicating the benefits of the location-based services to UK business partners and end-users alike.”

Hazel Butters, CEO of Prompt, said: “Skyhook Wireless has a huge market opportunity because it is so far ahead in the development of wireless positioning systems. With 50 million access points mapped and 500 full-time drivers keeping that global map up to date, it has laid the foundation for the delivery of location-based services that are complementary to existing GSM mobile phone capabilities and GPS-based services, particularly in built-up areas and indoor locations.”

“With millions of Wi-Fi-enabled devices, including the Apple iPhone, already in use in the UK, there is every indication that the market for location-based services will be

massive,” she added. “We are very much looking forward to working with Skyhook Wireless to raise awareness of such an exciting new technology area.”

About Prompt Communications

Founded in January 2002, Prompt Communications is a communications agency with European offices in Chiswick, London and US offices in Cambridge, Massachusetts.

Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of the technology market with experience of pan-European and American media, analyst and marketing campaigns. Using highly targeted marketing, PR, social media and corporate copywriting initiatives, Prompt helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders. The company has four business divisions: PR, Copywriting & Creative; Marketing Services and Social Media.

Prompt's clients include Adobe, Aperture Technologies, Colosa, Complanet, Concur, Exist Global, Foviance, Formjet plc, Openbravo, Oracle Corporation, MIT Mobile Experience Lab, Morph Labs, smartFOCUS, SNIF Labs, Steganos GmbH and Webtide. For more information, visit www.prompt-communications.com

About Skyhook Wireless

Founded in 2003, Skyhook Wireless has pioneered the development of the first-ever metro-area positioning system that leverages Wi-Fi rather than satellites or cell towers to deliver precise location data supporting the growing market for location-based services. The Skyhook Wi-Fi Positioning System (WPS) requires no new hardware, works indoors and outdoors, provides an instant location and is more accurate than current technologies in congested downtown areas. WPS serves over 70% of the US & Canadian populations and is expanding internationally. Skyhook Wireless is headquartered in Boston, MA, and is privately held. Investors include RRE Ventures, Bain Capital Ventures, Intel Capital and CommonAngels.

For more information visit www.skyhookwireless.com, send email to info@skyhookwireless.com or call +1-617-314-9802.