



Contact:
Hutch Morton
DialPlus, Inc.
310.403.1016
hutch@dialplus.net

DialPlus announced as First Runner-Up Winner at 2009 NAVTEQ Global LBS Challenge® for The Americas Region

Judges and attendees enthusiastically respond to innovative new service that enhances communication by adding visual information to voice phone calls.

San Diego, CA - April 22, 2009 - DialPlus, Inc., was awarded First Runner Up at the 6th annual NAVTEQ Global LBS Challenge held at CTIA Wireless 2009 in Las Vegas, Nevada earlier this month. The California-based DialPlus was awarded a \$417,500 prize in cash, tools and map data licenses.

The NAVTEQ Global LBS Challenge is the premier event in the location-based services (LBS) industry, inviting application developers to build innovative applications for mobile devices using dynamic positioning technology and NAVTEQ® maps. It is a world-wide competition conducted by NAVTEQ Network for Developers™ (NN4D), NAVTEQ's global community and support program for LBS developers and business partners.

Fourteen companies advanced to the final judging in The Americas region and the finalists represented a broad spectrum of wireless applications. These were selected based on commercial feasibility, functionality, ease of use and design.

DialPlus enhances the standard phone call experience by automatically and simultaneously providing dynamic, contextually relevant visual information about the called or calling party before the call is answered, during the call and after the call is over. DialPlus makes it easy for users to engage in mobile social networking or to get information about a business they're speaking with, such as directions, menus and reviews. DialPlus uses maps powered by NAVTEQ to show the location of

businesses and enable driving directions. The plan is that DialPlus will ultimately also enable the location of individuals in addition to businesses.

"With a high number of registrations in The Americas region, this year marked one of our most competitive contests yet. DialPlus managed to stand out with their user-friendly social networking application by adding useful location-centric features to the core calling function on a mobile phone, something both users and mobile operators like," commented Marc Naddell, vice president, Partner & Developer Programs, NAVTEQ. "We congratulate DialPlus on their First Runner-Up Award. It's practical and fun applications like this that will help drive the adoption rate of LBS among mobile users."

"We are honored to be selected by the judges as the First Runner-Up of the 2009 NAVTEQ Global LBS Challenge for the Americas Region. This is a strong validation of the DialPlus product vision and the vast opportunities for LBS technologies and features it supports," said Lisa LeVasseur, CEO of DialPlus. "The NAVTEQ team was extremely organized, professional and supportive throughout the entire process. The judging format provided valuable exposure to key contacts from both within and outside the mobile industry."

The distinguished panel of judges included executives from AT&T, Best Buy Mobile, Chrysler, deCarta, Intel, IPG Emerging Media Lab, MetroPCS, Nokia, Samsung, Sony Ericsson, Telefónica, Verizon and Yahoo!

DialPlus is initially targeting smartphones in the US market, primarily S60 for Symbian OS™, Windows Mobile/Smartphone, BlackBerry™, Android and iPhone.

About the NAVTEQ Global LBS Challenge

First launched in 2003, the NAVTEQ Global LBS Challenge is focused on driving the development and visibility of innovative navigation solutions for wireless devices. From wireless business applications to sports, travel and security, integrating the accuracy and richness of NAVTEQ digital map data facilitates the timely evolution of the next wave of LBS. Over 30% of past semi finalists have gone on to receive venture capital funding or launch commercially-distributed applications. For more information on this year's competition, go to www.LBSChallenge.com.

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About DialPlus, Inc.:

Founded in 2007 by wireless industry veterans, San Diego, Calif. - based DialPlus, Inc. enriches and creates more effective communication by adding visual

information to voice phone calls. Available for multiple platforms, DialPlus and can be downloaded from www.dialplus.net.