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TechnoCom Expands Network-Initiated Location Coverage with T-Mobile USA

TechnoCom Location Platform Delivers Cross-Carrier Location and Messaging Services to the Enterprise

ENCINO, CA – February 9, 2011 – TechnoCom Corporation™ (www.technocom-wireless.com) announced today access for millions of T-Mobile USA customers to its [enterprise location platform](#). [TechnoCom Location Platform™](#) delivers cross-carrier location and messaging services to enterprises and supports over 300 million mobile and landline phones, providing coverage to all Tier 1 US wireless carriers.

TechnoCom simplifies the process for businesses to access location and associated services through a [unified web services API](#) for core and mission critical business applications. Because these services are accessed through the cloud, businesses can instantly reach their customers across each available carrier, without the requirement to deploy an application onto a customer's mobile device. This immediately adds value to a diverse set of powerful enterprise use cases including roadside assistance, transaction fraud prevention, mobile advertising, customer relationship management, personal and family security, as well as mobile workforce management.

With actionable location insight TechnoCom delivers measurable value to the enterprise through increased revenue, improved customer satisfaction and reduced operating costs. Location and messaging services are available both in-call and out-of-call for virtually any phone type without any need for the users to download an application on their mobile device. TechnoCom enables its customers to avoid the high cost and complexity of developing, porting, deploying and supporting handset applications across the ever-changing plethora of mobile devices.

"TechnoCom is excited to expand its location platform services with T-Mobile's progressive customers," said Masoud Motamedi, co-founder and president of TechnoCom Corporation. "With US market coverage by TechnoCom growing to 90% this quarter; we anticipate strong adoption of location services by businesses for resource management, assistance services, personal safety, and mobile commerce."

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About TechnoCom

TechnoCom Corporation™ is a leading provider of products and services to enable wireless location solutions for enterprises, wireless carriers and service providers. TechnoCom helps its customers efficiently implement, optimize and manage location solutions for E911 and commercial location-based services. TechnoCom Location Platform™ is a turn-key, enterprise location-based services platform that delivers unprecedented operational efficiencies, cost savings and ubiquitous device access to location and messaging. The company's flagship Location eXchange Server™ and LocationAssurance Manager® platforms allow efficient implementation of wireless location solutions and continuous, automated oversight into location system performance.

Founded in 1995 and privately held, TechnoCom has been selected by Deloitte as one of the 50 fastest growing technology companies in Los Angeles for four consecutive years. TechnoCom's customers include AT&T, Bell Mobility, Cricket, Cross Country Automotive Services, Openwave, Sprint Nextel, TELUS, T-Mobile, and Verizon Wireless. For more information about TechnoCom, please visit www.technocom-wireless.com.

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LocationAssurance Manager is a registered trademark and the TechnoCom logo, TechnoCom Corporation, Location eXchange Server and TechnoCom Location Platform are trademarks of TechnoCom Corporation. All other trademarks are the property of their respective owners.

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