



CellPoint and Metafax signs strategic license agreement!

CellPoint Connect AB and Metafax AS has signed a strategic license agreement which grants both companies access to each others IPR (Intellectual Property Right) on Bluetooth headsets. Metafax has a global patent on a fastening device, the "C-shape" headset. CellPoint has a patent-pending "EarClick" technology, used on the award winning Flamingo Bluetooth headset.

Metafax has developed "Freebit" headset. The company has a patent in the USA, Asia and a patent pending in Europe for its "C Shape mould". The C-shape makes a perfect fit and makes it comfortable in the outer ear.

CellPoint has developed the Flamingo headset with "EarClick", a system with exchangeable ear pads for ergonomic and individual fit in the outer ear.

CellPoint and Metafax see new opportunities internationally with this strategic agreement. It allows each company to use the other's IPR to develop its products. The agreement opens up for both the distribution- and sales channels for the Flamingo and Freebit. The companies together will be better prepared to take larger market shares and better meet the challenges on the international market currently dominated by other large players.

Michael Mathiesen, Chairman of the Board for CellPoint says: "- Metafax has a well functioning patented technology which our product developer will be able to use to strengthen our own solutions for comfort and ear fit. Our company is in the international top layer and we have won awards for innovative design and comfort with the Flamingo. A month ago we won an award for our new product Flamingo Stereo. The agreement with Metafax strengthens CellPoint's position further." He adds: "- Both companies stand stronger internationally with this agreement."

Vidar Sandanger, CEO in Metafax AS says:"- For Metafax, who primarily shall seek out OEM opportunities in joint ventures with producers of mobile phones and accessories and license its patented technology globally, the agreement with CellPoint will give us a national and international breakthrough. It is an acknowledgement of our patent that a company such as CellPoint sees commercial opportunities and potential improvements by using our technology in the Flamingo and the other products in their portfolio. With CellPoint's distribution and sales channels in Europe, USA, Canada and China, the agreement also opens up for new and exciting business and co-operation possibilities.

About CellPoint Connect AB

CellPoint develops, manufactures and markets the Flamingo Bluetooth Headset, a wireless headset using patent-pending EarClick™ technology for a comfortable fit and also nXZEN and nX6000 with extreme "noise cancellation" technology. All products are compatible with Bluetooth devices such as mobile phones and computers. CellPoint has offices in Sweden, Denmark, Norway, China, Canada and the USA with markets throughout Europe, North America, Latin America and Asia. CellPoint is listed on Stockholm's AktieTorget (www.aktietorget.se) with the following ticker symbol: CPNT. More information can be found at www.cellpoint.com

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