



CONSUMER ELECTRONICS NEWCOMER POSIMOTION SNAGS TWO INNOVATIONS 2009 DESIGN AND ENGINEERING AWARDS FROM THE CONSUMER ELECTRONICS ASSOCIATION

Device Developed 'For Gamers, by Gamers' to Take Multi-Player Games Anywhere; Award Presented at International CES Preview in New York City

DAYTONA BEACH, FL & NEW YORK, NY (NOVEMBER 11, 2008) – PosiMotion, one of the top publishers of applications for the Apple iPhone, has won two Innovations 2009 Design and Engineering Awards from the Consumer Electronics Association (CEA) for its first two consumer electronics devices. G-Fi, the first-ever mobile GPS Wi-Fi network router, was named an Innovations Award winner in the In-Vehicle Navigation/ Telematics/ITS category. G-Fi VS, the first-ever mobile Wi-Fi network hub for all Wi-Fi-enabled devices was named an Innovations Award winner in the Electronic Gaming category. The Innovations Awards recognize the most innovative consumer electronics products in the industry's hottest product categories. The announcement was made today by CEA representatives at a ceremony in New York City.

“We are a company working to build products we think the public has a need for,” said PosiMotion's director and chief executive officer Olivier Hennessy. “To get an Innovations Award from CES for our first two products is more than we could have hoped for.”

“We believed both G-Fi and G-Fi VS would be popular with our target audiences,” said PosiMotion's director and chief technology officer Clayton Kane. “But, if this is the kind of reception we receive from industry insiders like the Innovations Awards judges, I can't wait until we get our products into the hands of consumers.”

G-Fi is available now and G-Fi VS is currently available for pre-order – both devices can be found at the products' website (<http://www.g-fi.com>).

Both products will be featured in the 2009 International Consumer Electronics Show's (CES') Innovations Honorees exhibit. All of PosiMotion's hardware and software products can be seen at CES Booth North 3211. CES will be held in Las Vegas, January 8-11, 2009.

About PosiMotion

PosiMotion is one of the top developers and publishers of applications for iPhone and iPod Touch devices. Its utilities, games and applications are consistently ranked among the “100 Top Paid Apps” and “100 Top Free Apps” in Apple's iTunes App Store. Additionally, PosiMotion develops, designs and engineers hardware, software, and accessories compatible with various devices and platforms. For more information about the company and detailed specs for its products please visit <http://www.posimotion.com>.