

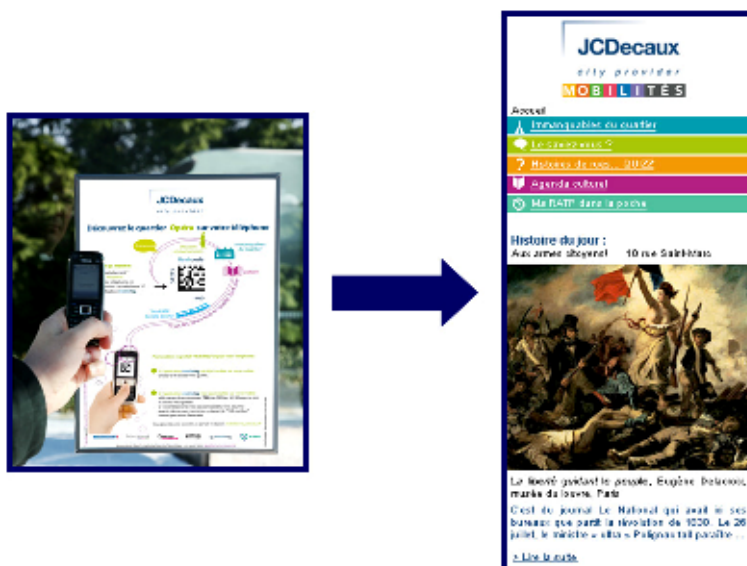


Mobile Tag and JCDecaux enhance the Parisian 'Quartier Numérique' with their new **flashcode** service: **Mobilités**

Atlanta, June 10, 2009 – 2D mobile barcode leader, Mobile Tag, announces today that it has been selected by JCDecaux as the technological partner to deploy flashcodes (2D barcodes) on bus shelters within the Quartier Numérique* (Digital Area) in Paris, France. This new flashcode service called **Mobilités** will enhance the Quartier Numérique by offering both Parisians and tourist access to external content via mobile phones already equipped with the Internet.

To develop this service, JCDecaux chose to adopt Mobile Tag's technology, which enables users to explore Paris simply by accessing a mobile Internet portal. The 19 JCDecaux bus shelters located in the Quartier Numérique now give instant access to practical, historical, cultural and entertaining content using flashcodes.

To obtain content, users simply shoot one of the flashcodes (2D barcodes) located on either side of the bus shelter with their mobile phone's camera which then gives instant access to the mobile portal via their Internet connection.



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Mobile Tag is the European leader for 2D barcode technology and services. With a mobile phone's camera, the **mobiletag** application enables users to shoot 2D barcodes that integrate Internet-based services and multimedia content (music, photo and video), as well as other mobile phone functions.

The **mobiletag** application allows users to receive cultural and historical content created exclusively for JCDecaux by Les Guides Gallimard (Gallimard Guides). Travelers in Paris can also visit the mobile

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site 'Ma RATP dans la poche' for regular transport updates, a route planner and maps, and can consult the Ville de Paris (City of Paris) official calendar of cultural events.

Christian Francois Viala, Marketing Director for Mobile Tag, comments: "This is an important moment for Mobile Tag and flashcode deployment – the Mobilités service offers great visibility for 2D barcodes. We plan to develop this offer with additional services, giving Mobilités the chance to grow and become part of the day-to-day lives of Parisians."

* For more information about the Quartier Numérique, please visit: <http://quartiernumerique.org/public/qnv3/english.htm>



About Mobile Tag, mobiletag & MEEPASS

As a leading software developer specialized in mobile handset solutions, Mobile Tag has two main products **mobiletag** and **MEEPASS**, with NFC tag management recently added to their product portfolio.

In 2006, the company launched **mobiletag**, an embedded software application that allows mobile phones to read 2D barcodes, otherwise known as tags, simply by using the phone's camera. Mobile Tag developed the software to create quick access to external content.

Mobile Tag received a venture capital investment of 4 million euros in October 2008, funded by new lead investor Alven Capital and by existing shareholders (XangeCapital and IDF Capital). This capital increase will allow Mobile Tag to pursue its international growth strategy in the market of 2D barcodes. Mobile Tag has already established business partnerships with the major French and European mobile network Operators and is in negotiation today with international brands.

Mobile Tag, Inc. is a Delaware Corporation, which is headquartered in Atlanta, GA. Mobile Tag, Inc. is focused on North American Mobile Operators and Brands with the same proven **MEEPASS** and **mobiletag** technology and services.

Mobile Tag also provides **MEEPASS**, a revolutionary new mobile identification product that the company showcased at this year's Mobile World Congress in Barcelona. For more information, please visit: www.mobiletag.com or www.meepass.com. For mobiles, please use: <http://m.mobiletag.com>.

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