

INTEGRATED MOBILE TAPS FORMER TRAQ EXECUTIVE TO HEAD UP GLOBAL MARKETING EFFORTS

Columbus, Ohio – November 21, 2006 – Integrated Mobile, Inc. ("the Company") today announced that Jeff Fugitt has joined the Company in the role of Vice President of Marketing where he will be responsible for all aspects of marketing and marketing communications including building the Company's marketing infrastructure and programs, industry and carrier relations, strategic planning and execution, product marketing, brand development and lead generation.

Jeff has more than 15 years of experience in driving marketing organizations to achieve dynamic growth from business start ups to Global 500 organizations. Prior to joining the Company, he spent more than three years with Traq, a provider of mobile lifecycle management solutions for business enterprises, most recently as Vice President of Marketing. In this role, Jeff was responsible for lead generation programs, public relations, carrier channel partner programs, as well as company branding and marketing communications. Prior to joining Traq, Jeff held marketing leadership positions with several well known technology companies including GTE, Allied Riser Communications and Prodigy Communications (acquired by SBC).

"Jeff brings a wide range of marketing skills and a strong business acumen to our company," said Jay Highley, President and CEO. "He is a seasoned executive with more than 15 years of experience in successfully designing and executing marketing strategies. This valuable experience will enable us to further develop and drive world-class solutions and marketing programs that create additional growth for Integrated Mobile. With Jeff's proven track record, he will play a key role in helping us to further build our leadership position in Managed Mobility Solutions (MMS) while continuing to build our brand excellence."

"I am excited about the opportunity to work with such a dynamic and entrepreneurial company that has quickly become the thought leader in the Managed Mobility Solutions industry," said Jeff Fugitt. "Integrated Mobile has achieved this leadership position and experienced phenomenal growth because they recognize that Managed Mobility Solutions is not about just telecom expense management, but rather end to end lifecycle management to allow real time control and visibility of the wireless environment. I look forward to building upon their achievements and am eager to draw on my experience working in the wireless industry to help Integrated Mobile continue their leadership position in Managed Mobility Solutions," added Fugitt.

Integrated Mobile, headquartered in Columbus, OH, is a leading managed wireless services company that uses Six Sigma methodology to globally deliver a proven, end-to-end management solution for the enterprise's entire wireless lifecycle, including device fulfillment and configuration, training, asset management, bill optimization, reporting and 24/7 end-user support. The Integrated Mobile Managed Mobility Solutions package helps businesses reduce their total cost of wireless ownership by 20-40%, provides a single point of contact for all wireless services across multiple carriers, improves the overall quality of administrative and end user support — all while simplifying the management of wireless devices and services. For more information about us, please visit www.integratedmobileinc.com.

Contact: Melodye Demastus, Telephone: 614.771.8810 or Email: mdemastus@integratedmobileinc.com.

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