

Integrated Mobile Launches Secure Mobile Device Recycling!

— Company Deploys Recycling Program for End-of-Life Wireless Devices —

Columbus, OH – March 31, 2008 – Integrated Mobile, the leader in managed mobility solutions for enterprises, today announced the launch of a free recycling program for its clients' end-of-life mobile devices. The eco-friendly recycling program further enhances Integrated Mobile's end-to-end life cycle management offering for enterprises at no cost to its clients. The new program addresses two key concerns for enterprises managing the rapid growth of mobile devices: ensuring end-of-life devices are wiped clean of company data and disposed of in a secure and eco-friendly manner. Integrated Mobile has partnered with ReCellular Inc. to provide this service to its clients.

"This new offering is a natural extension of our end-to-end life cycle management services and is something our clients so far have been very excited about," said Bruce Smith, Chief Operating and Financial Officer. "With the surge of wireless devices in use in the enterprise, secure and safe disposal of old devices has become increasingly burdensome for enterprises. Moreover, enterprises today are progressively more concerned about the environment and working with "Green IT" vendors. We're delighted to be able to offer our enterprise clients this important new service."

"In addition to offering environmentally safe recycling of mobile phones, ReCellular also provides security by protecting confidential corporate information that could be used for identity theft," said Suman Dutta VP, Enterprise Services for ReCellular. "The issue of information security has grown exponentially with the increased use of multi-function smart phones that store e-mail messages, contact information, and calendar entries, with the average smart phone capable of storing thousands of documents containing confidential information. To protect this cache of corporate information, ReCellular Enterprise offers clients a proprietary 73 point data-deletion process that securely scrubs all data from wireless handsets, including removable memory-storage cards."

Smith continued, "One of the main reasons we chose ReCellular was for their strong data-deletion capabilities. Our enterprise customers can take comfort in the fact that ReCellular's processes really do clean all data from mobile devices. ReCellular explained to us that it is not at all uncommon for them to find data on devices during their deletion process that were supposedly already cleaned of data."

According to a study completed by IDC ⁽¹⁾, a leading industry research firm, 80% of executives say that Green IT is growing in importance for their organization, and 43% say they consider a vendor's "greenness" when selecting their suppliers. Moreover, 81% of respondents identify green products' ability to reduce operating costs as the most important reason for considering a supplier's greenness.

ReCellular's environmental initiatives are verified by the International Organization for Standardization (ISO) 14001:2004 certification, a voluntary standard that facilitates improved environmental business management. In November 2006, ReCellular was recognized by Inc. Magazine as one of nation's leading green companies. ReCellular was noted for the company's tireless commitment to environmental integrity and for its innovative business strategy. In 2006, ReCellular also received the "Green Power Leadership Club" award from the EPA to recognize the significant green power purchase that ReCellular commits to on an annual basis.

About Integrated Mobile

Integrated Mobile is the leading provider of managed mobility services having served customers that represent more than 25 percent of the Fortune 1000. Founded by a former IT consulting executive who observed first hand the administrative chaos and burgeoning costs his corporate clients were experiencing in providing wireless capabilities to their employees, Integrated Mobile purpose-built a web-based portal and services, based on Six Sigma and ITIL, to help businesses gain control of their wireless assets and costs.

Today, Integrated Mobile offers a full suite of managed mobility solutions and services that deliver end-to-end management of 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 slash the total cost of wireless ownership by 20-40%, provide a single point of contact for all wireless services across multiple carriers, improve 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.integratedmobile.com.

About ReCellular Inc.

With offices in the United States, Hong Kong, and Brazil, ReCellular Inc. is the world's foremost collector, reseller and recycler of used wireless phones and accessories. We provide solutions for the collection, reuse and recycling of used personal electronics that generate financial return for our partners, quality products for our customers, funding for charity organizations, and protection of the environment. Corporate, charitable, consumer and wholesale information is available at www.ReCellular.com.

For more information about our new recycling program please contact Jeff Fugitt at 512.653.8295 or jfugitt@integratedmobile.com

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(1) Public press release issued through Businesswire on October 31, 2007, titled "Green IT a Natural Fit for Enterprise Executives, IDC Says."

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