



MEDIA RELEASE

David Knox doubles KAZ power for Alacrity

Sydney, Australia – 30 January 2007 – Alacrity Technologies today announces that David Knox, a former Director of KAZ Group, has joined as International Business Director, charged with growing the company across the United Kingdom, Middle East and South East Asia. Mr Knox is the second former KAZ Director to join Alacrity's ranks, after KAZ's former Commercial Director, Michael O'Sullivan joined the company in December 2005.

In his new position, Mr Knox will develop revenue opportunities for Alacrity in international markets, with a specific focus on the company's Transaction Authorisation Control System (TACS) that prevents 'cardholder-not-present' fraudulent transactions.

He brings to Alacrity more than 35 years experience in the IT industry globally and a history of generating significant business opportunities.

Mr Knox was instrumental in KAZ growing from 30 employees to Australia's largest ICT services provider and in its acquisition by Telstra in 2004 for \$333million. He sat on the KAZ Group Limited Board of Directors from the time of its ASX float in 2000, was a Director in KAZ Computer Services (SEA) Pte Ltd, Thai Administration Services Co Ltd, and the Managing Director of KAZ Computer Services Hong Kong Limited.

Prior to KAZ, Mr Knox was General Manager of McDonnell Douglas Information Systems in New Zealand and South East Asia and General Manager of Computer Accounting Services (CAS) Australia.

Additionally, Mr Knox has taken an equity stake in Alacrity. He comments, "Alacrity has an outstanding product that is well placed to take advantage of market opportunities in Asia and beyond."

"Specifically, with the advent of internet banking and e-commerce, financial fraud has become an enormous international industry. While banks are plugging the hole in generic credit card fraud, the risk has now been transferred into cardholder-not-present transactions, especially online. Alacrity gives people the security of knowing when, where and how their credit cards are being used, to effectively eliminate this type of online crime."

Alacrity Chief Executive Officer, Adrian Tatham, says, "David's expertise and proven business development ability in Asia and the UK will be crucial in helping Alacrity penetrate the banking and finance industries in international markets."

"More broadly, we are now proudly reaping the benefits of having two former KAZ Directors on the Alacrity team. Their individual talents are invaluable - and when brought together, David and Michael are a formidable team with shared experience in successfully growing Australian IT companies. We expect this powerful partnership to be a driving force in commercialising our technology globally."



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About Alacrity

Alacrity is an Australian company specifically created to deliver on the promise of mobile internet. Alacrity's patented CLEW technology provides instant interactivity with their clients for time critical information.

Alacrity is a combination of technologies that allows secure, real time interaction by applying business rules to a tool that everyone uses – mobile phones. Alacrity allows you to send information to key people and then tracks, traces, secures and audits their responses. Alacrity is a whole new approach to online interactivity and transactions.

Alacrity's current and previous customers include The Catholic Education Office, Australian Customs Service, Australian Bureau of Statistics and the Academy of Interactive Entertainment.

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