



MEDIA RELEASE

Former KAZ Director gets Alacrity

Sydney, Australia – 6 December 2005 – Alacrity Technologies (Alacrity) today announces that Michael O’Sullivan, former Director of KAZ Group, has joined as a Director and Consultant, charged with the commercial and legal development of the m-commerce technology company.

Mr O’Sullivan’s immediate focus will be on Alacrity’s internal processes, to ensure the company’s delivery capability is synchronous with its sales function. His appointment coincides with increasing demand for Alacrity’s patented interactive mobile internet platform CLEW, which has seen the company achieve significant growth in Australia and internationally.

O’Sullivan brings to Alacrity decades of ICT and commercial experience as well as a proven record in overseeing rapid corporate growth. As the former Commercial Director of KAZ, which he joined in 1991 and left in May 2005, O’Sullivan was pivotal in growing the company from 30 employees to Australia’s largest ICT services provider. He held key roles in KAZ’s float on the Australian Stock Exchange in 2000 and its acquisition by Telstra for \$333 million in 2004.

Prior to KAZ, O’Sullivan consulted to the NSW Treasury Department and previous to that was the Commercial Manager for ICT services company AWA.

O’Sullivan, who, in addition to his twin roles with Alacrity has taken an equity stake in the company, comments, “Alacrity’s CLEW technology delivers on the promise of m-commerce, with interactive mobile communications that are faster, more secure and more targeted than anything other mobile communications channel.

“The platform has diverse applications in many industries, giving it enormous international potential. I am excited to be helping the company make the most of its increasing market opportunities.”

Alacrity Chief Executive Officer, Adrian Tatham, says, “Michael’s expertise and insight will be invaluable in helping Alacrity achieve controlled growth in new international markets, as well as continued expansion with our existing local customer base.”

Alacrity’s client list includes the Catholic Education Office, The Australian Customs Service and the West Australian Red Cross Blood Service.

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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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