



MEDIA RELEASE

Into the Middle East with Alacrity

Sydney, Australia – 25 October 2005 – Alacrity Technologies (Alacrity) today announces it has signed United Arab Emirates reseller InnoKAT to market its patented interactive mobile internet platform, CLEW to selected enterprises in the Emirates region.

Through the deal, InnoKAT will introduce Alacrity to its medium-large enterprise customers, who have expressed interest in Alacrity's CLEW technology.

Headquartered in Dubai and with regional offices in Riyadh, Kuwait and Jordan, InnoKAT is a systems integrator, software solutions and consulting firm specialising in the financial services, healthcare, telecommunication, utilities and public sectors.

Mohammed Kateeb, CEO of InnoKAT, comments, "There is tremendous potential for Alacrity's technology in the Arab Emirates, where our fast-growing economy is being matched by equally rapid technology take-up – that is, adoption of technologies themselves and the learnings from using those technologies.

"Alacrity's CLEW can be deployed in any situation where there is commercial advantage for enterprises in having real-time, actionable online mobile communications with key staff and stakeholders. The potential applications for companies in financial, services and heavy industries are enormous – and we believe that our customers will embrace this technology with enthusiasm."

Adrian Tatham, CEO of Alacrity, comments, "This contract significantly advances Alacrity's key objective of globalising its m-commerce platform. Our growth strategy is based on partnering with organisations that can translate our technology into applications relevant to large enterprises in their region.

"InnoKAT is a respected technology provider that has the capacity to deploy CLEW and more importantly, partner with its Arab customers to advise them on leveraging CLEW to help drive their business growth.

"Alacrity sees enormous opportunity in the Arab Emirates market and we are investing significant resources – including, in the longer term, potentially developing a joint venture with InnoKAT - to strengthen and further our reach across the region."

The license agreement, formalised in a Memorandum of Understanding provides InnoKAT with access to Alacrity's patented Closed Loop Environment for Wireless (CLEW) technology that delivers next-generation interactive online capabilities through mobile phones. CLEW pushes targeted information to specific users and allows communication in typically in less than two minutes, regardless of the users' location. It requires no proprietary hardware or additional capital investment.

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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.

About InnoKAT

InnoKAT is a leading multinational company providing world class services in the areas of enterprise security, information availability, application integration, content management and mobility. InnoKAT is headquartered in Dubai and has regional offices in Riyadh, Kuwait, and Jordan.

For additional information, please visit: <http://www.innokat.com>

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