



GPSHOPPER RECEIVES SERIES A FUNDING

Leading Mobile Location-Based Product Search Firm and Mobile Marketing Technology Solutions Provider Receives Series A Investment from Allen & Company LLC and Affiliates

NEW YORK, NEW YORK -- November 8th 2007 – GPSHopper announced today it has received an investment from a group of investors led by Allen & Company LLC and affiliates. The terms of the investment were not disclosed.

GPSHopper aggregates and organizes real-time product inventory feeds from leading national and local retailers into a single database. Consumers can search from their mobile devices to locate products available for purchase near their actual location. The consumer's location can be determined by zip code or a location technology, such as GPS, embedded within the consumer's mobile device. GPSHopper markets its mobile product search solution directly to consumers via its *Slifter*TM branded application. *Slifter* is accessible for free at www.slifter.com, via SMS (text "SMS" to 75438), wireless web, or java application on almost any mobile device (visit <http://slifter.com> from your mobile browser). A GPS enabled version of Slifter is currently available to nearly all Sprint Consumers as well as other GPS enabled-handsets, such as Nokia's new N95 phone. GPSHopper also licenses its mobile marketing technology solutions to third parties.

GPSHopper CEO and Founder Alex Muller said, "We are very excited about this investment as it reaffirms our strategy of using our mobile search marketing solutions to drive consumers into real-world stores - where 95% of all retail sales still occur. Our technology improves the shopping experience by enabling mobile phone users to quickly find information on products and promotions at nearby locations. Brands and retailers benefit from this low cost marketing model that effectively influences shoppers' decision making process while they are most interested in making purchases. Additionally, cell phone carriers distributing GPSHopper's applications create value-added services that increase customer satisfaction with their mobile data plans and generate additional revenue streams."

About GPSHopper

New York City-based GPSHopper is a leading mobile marketing technology company whose products and services connect consumers to offline, real-world purchase point locations through wireless technology. The company's flagship consumer product, Slifter, is North America's leading mobile local product search and shopping list application. For more information on GPSHopper and its products and services, please visit www.gpsshopper.com.

Press Contact:
Maya Mikhailov
maya@gpsshopper.com
(212) 488-2222