



For Immediate Release – International Association Announces New Provider Member

**June 28, 2005
Hartville, OH**

The International Association of IT Asset Managers announced today that Mobile Reach International, Inc. has joined the association as a Provider Member. Mobile Reach provides software and services utilizing wireless technology to provide complete mobile solutions for a multitude of markets including asset management.

“IT Asset Managers are constantly pushing the envelope on how much of the life cycle of assets they have under control in a timely and cost effective manner,” states Lynne Weiss, Vice President of Sales and Marketing for IAITAM. “Mobile Reach understands the opportunity that mobile technology brings to these processes. I look forward to great discussions with our experienced ITAM members.”

“IAITAM’s vision to provide leadership, standardization, and professional development is right on target, and we strongly support their initiatives to educate the business community about the value of IT asset management,” said Mark Lloyd, President and Chief Technology Officer at Mobile Reach. “IAITAM offers a unique opportunity to learn firsthand from asset management professionals about their specific needs and benefit from the expertise and experience of the industry’s leading service providers.”

IAITAM Provider Membership is offered to companies that offer products and services that serve IT Asset Managers, directly or indirectly. As visionaries and industry leaders, these companies provide solutions that support the successful implementation of IT asset management initiatives and have joined the association to share their experiences.

About IAITAM:

The International Association of Information Technology Asset Managers (IAITAM) is the professional association for IT Asset Management, serving Software and Hardware Asset Management professionals and providers of software and IT services in more than eighteen countries around the world. IAITAM provides these professionals with centralized professional skills development applicable across industries, goals and company size. The organization educates the business community on the value of information technology asset management and on how to implement cost saving life cycle management strategies to reap the benefits. IAITAM is the publisher for *ITAK*, the only professional magazine for the IT Asset Management Professional. IAITAM is based in Ohio, USA.

About Mobile Reach International, Inc.:

Mobile Reach International, Inc. takes technology to the point of action with "On-Time-All-the-Time" software solutions and related services for mobile phones, PDAs, bar code scanners, tablet computers and laptops. Taking real-time enterprise to the next level, Mobile Reach creates a world where mobile computing devices are connected to dynamic business information across any network, anytime. To learn more about Mobile Reach, visit www.mobilereach.com.

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Editor’s note: IAITAM and the IAITAM Courseware are trademarks of IAITAM, an Ohio Corporation. All other product or company names mentioned are used for identification purposes only, and may be trademarks of their respective owners.

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