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**MOBILE PAYMENT FORUM ANNOUNCES
MOBILE MARKETING TASK FORCE**

*Task Force to Help Stimulate M-Commerce Market through
Consumer Awareness and Support to Solution Providers*

WAKEFIELD, Mass., October 2, 2007 – The Mobile Payment Forum (MPF), www.mobilepaymentforum.org, a global cross-industry alliance of key organizations from the mobile and financial industries dedicated to the advancement of mobile commerce (m-commerce), today announced the creation of a Mobile Marketing Task Force. The goal of the Task Force is to stimulate consumer awareness and demand for mobile payment solutions, and to assist prospective m-commerce service providers and their partners.

Serving as Chair of the new Task Force is Andy Germano, director of Wireless Markets for AuthenTec. Mr. Germano leads the business development, marketing, sales support and program management functions for AuthenTec's wireless business by working with the world's leading mobile handset and device manufacturers to incorporate biometric fingerprint sensors and software applications into their products.

First on the agenda for The Mobile Marketing Task Force is a market awareness campaign designed to educate consumers about the available service offerings, security, ease of use and other benefits of m-commerce. The campaign will leverage the use of public relations, marketing literature and joint advertising programs.

Strategy Analytics forecasts mobile phone-based contactless payments will facilitate over \$36 billion of worldwide consumer spending by 2011.

"Increasingly, consumers worldwide are using mobile payments to buy transit and sporting event tickets, purchase products from vending machines, and gain easy entrance to the cinema," said Mr. Germano. "By educating consumers about the convenience, security and simplicity of using their mobile devices to make payments, the Mobile Marketing Task Force will fuel greater demand for mobile payments. At the same time, the Task Force will communicate to service providers and supporting organizations the tremendous growth potential of this exciting payment technology."

The Mobile Marketing Task Force plans to reach out to current and prospective service providers and supporting organizations through the establishment of an m-commerce

Informational Resource Center. The purpose of the Center is to provide information including market data, research results and competitive intelligence and analysis to prospective service providers, handset manufacturers, financial institutions, payment companies and other interested organizations.

About the Mobile Payment Forum

The Mobile Payment Forum brings together leading organizations from the mobile and financial industries to create a foundation for standardized, secure and authenticated mobile payments. Our members bring extensive experience in creating interoperable global payment standards and specifications and a knowledge of payments in emerging channels. Membership includes key financial institutions, telecommunications operators, wireless-device manufacturers, merchants, content providers and software and hardware developers and vendors. The Mobile Payment Forum is a nonprofit membership organization, incorporated in the state of Delaware in the United States. For further information, visit the Mobile Payment Forum Web site at www.mobilepaymentforum.org.

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