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Countermind Poised for New Growth in 2008

Private funding infuses \$1 million to support a series of product, sales and marketing efforts

LITTLETON, Colo. – Mar. 4, 2008 – Countermind, a mobile business solutions provider, today announced it received a \$1 million dollar cash infusion from private investors to fund the company’s new focus on parcel and product delivery, logistics and manufacturing companies. In addition to general company growth initiatives, the investment will be allocated to product engineering, marketing and sales efforts associated with product launch activities. In 2008, Countermind will introduce its next generation of advanced mobile delivery, inspection and service applications, the first of which will be a major enhancement release to the mobile delivery application in the queue for a mid-March release. Sales and marketing is using the new capital to hire new sales personnel, re-design the Web site and collateral, and hire an external public relations firm.

“Countermind has reached a key inflection point in its lifecycle and 2008 will be a defining year for the company,” said Tom Smith, president of Countermind. “We have honed our focus, products and services to address the needs and particular requirements of parcel and product delivery, logistics and manufacturing companies. Previous mobile computing solutions often required custom-coded solutions that were difficult to support, very expensive, and often rendered obsolete by the inevitable evolution of market technologies. Countermind directly solves these business challenges with ready-to-deploy intelligent mobile solutions, a sustainable support model, all at a fraction of the cost of a custom-coded solution.”

At the helm of this new business direction is the company’s new mobile delivery product, MI Deliver. The product will be launched at AirCargo 2008 in Orlando, Fla., March 16-18 (Booth #84) and also showcased at the 6th Annual Wireless & Mobile Technology for Trucking & Delivery Fleets Conference in Orlando, Fla., March 26-28 (Booth #102). Specifically designed to handle the daily volume and coordination logistics of parcel, product delivery and freight transport companies, MI Deliver offers intelligent workflow processing that tracks the mobile side of the delivery process and integrates with existing business systems. Tom Smith will be demonstrating the MI Deliver application at both tradeshow and speaking at AirCargo 2008.

2008 Efforts to Date:

- Hired Mary DeMong as business development manager to expand the company's reach into the central region
- Working with C Results, and Imulus to redesign the Website and create new sales and marketing collateral; New site set to launch mid-March
- Working with MindSpeak Public Relations to heighten company awareness and garner media coverage
- Forged two preferred partnerships with industry leading companies:
 1. Hand Held Products, a worldwide leading manufacturer of data collection and management solutions for in-premise, mobile, and transaction processing applications.
 2. UPS Logistics Technology, a business unit of UPS that provides industry leading transportation management solutions to distribution companies.

For more information about Countermind, please visit www.countermind.com or call (720) 407-0200.

About Countermind

Countermind provides ready-to-deploy, intelligent mobile solutions that help transportation, logistics and manufacturing companies optimize operations and enable real-time access to business critical information. Founded in 2002, Countermind created a mobile software platform with patent-pending technology that shortens the time to deploy tailored business solutions to address real business challenges. Countermind's family of enterprise-grade Mobile Intelligence (MI) products and professional services give medium to large companies the technical edge to eliminate inefficiencies, remain competitive and improve their customer service. For more information, please visit www.Countermind.com or call (720) 407-0200.

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