

Action Engine® Brings Action Info™ to Sprint PCS Software Store

Sprint Windows Mobile 2003 Smartphone and Pocket PC Device Users First to Gain Fast and Easy Access to Popular Content from Amazon, eBay, FOX Sports, and More...

REDMOND, Wash. — July 25, 2005 — Shattering the mobile usability barrier, Action Engine® Corporation, the mobile application platform leader, today announced that Action Info™, the company's first direct-to-consumer mobile applications pack, is certified to operate on Sprint Windows Mobile 2003 Smartphone and Pocket PC devices.

Available today, Sprint customers can download Action Info from the Sprint PCS Software Store at www.sprint.com/actioninfo4smartphone or www.sprint.com/actioninfo4pocketpc for \$49.95 per year. A free 30-day trial of the application is available for a limited time.

“Sprint is committed to expanding the convenience and personalization options our customers have come to expect from our wireless data services,” said Bob Crawford, director of Wireless Marketing for Sprint Business Solutions. “Action Info is a fast and easy way for customers to access news, entertainment and other information virtually anywhere, anytime while on the Sprint PCS Nationwide Network.”

Action Info offers wireless device owners a fast, personalized, and integrated experience with popular content and information from eBay®, Amazon.com®, FOX Sports™, Microsoft MapPoint®, AccuWeather.com®, Associated Press™ News and Stocks, Restaurant Row.com™, and Zap-2-It™ Movies. For example, customers can find a restaurant and movie time, get driving directions and email it all to friends in seconds.

“The main obstacle to increased wireless data adoption continues to be usability. Consumers have identified compelling applications, and the raw technology components are in place. The industry needs breakthroughs in usability, like those from Action Engine, to unleash the potential,” explained Adam Zawel, director, Wireless/Mobile United States at Yankee Group.

“Sprint is clearly dedicated to putting its customers first. They understand that wireless users want quick, simple ways to search for information using their mobile device,” added Scott G. Silk, president and CEO of Action Engine. “We built Action Info to give wireless device owners the type of superior mobile applications experience that will make their phones and devices come alive as a necessary reference tool for anyone who is on-the-go.”

Inside Action Info

Action Info is a suite of nine interconnected applications that learn and remember a user's favorite cities, restaurants, airports, and more — getting more personalized after each use. Users can go shopping on Amazon.com, check eBay bids, get scores on FOX Sports, locate restaurants on Restaurant Row.com, check movie times with Zap-2-It, get driving directions and maps using Microsoft MapPoint, track local news and manage stocks with Associated Press News and Stocks, and get local weather forecasts from AccuWeather.com. By working with content and applications on the device, Action Info offers one-touch integration with email, contacts, calendar, messaging, and more.

While other companies are trying to force a PC-like experience into a tiny wireless device, Action Engine has created a solution that is customized for the wireless form factor. Users simply walk through the offline question-answer screens to create a search request, send it to the network, and explore the results. The browserless, client/server-based mobile application technology means users can enjoy doing more offline, as well as choosing from pre-populated drop down lists, instead of typing on a tiny keypad.

Action Info is packed with innovative, next-generation features that set it apart from competitive products, including:

- ü Offline user interface for search request creation
- ü One touch data entry for reduced typing
- ü Pre-populated drop-down pick lists and integration with device contacts to speed request creation
- ü Reduced connection delays and charges due to minimal trips to the network
- ü One touch icons for saving and replaying results, and adding results into email, contacts, calendar, phone dialer, messaging, maps, and more
- ü Automatic resume on dropped connections to prevent data loss
- ü Favorite cities, cuisines, airports and more learned and remembered for easy reuse
- ü Data sharing between applications to prevent repeat data entry

About Action Engine

Winner of the Fierce 15 of 2005, Action Engine® Corporation, the mobile application platform company, delivers a breakthrough in mobile application usability. The Action Engine Mobile Application Platform™ introduces a browserless, client/server approach to accessing transaction-oriented online services that takes 80% fewer keystrokes and drives 20x faster response times than browser-based alternatives. The turnkey Brand-n-Go™ applications pack enables wireless operators to go to market in unprecedented timeframes with intuitive, responsive, and personalized applications that create an addictive user experience. The company's software has been deployed by a robust list of global wireless operators that include Orange SA, O2, and SMART Communications, Inc. Additional information is available at +1(425) 498-1500 [Americas/AsiaPac], +44 (0) 1628 509088 [UK/EMEA], info@actionengine.com and www.actionengine.com.

Action Engine is a registered trademark, and Action Info, Action Engine Mobile Application Platform and Brand-n-Go are trademarks of Action Engine Corporation. All other products and brand names are trademarks of their respective owners.

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Note to Editors: For artwork, please go to www.actionengine.com/actioninfo/images/aihome2.jpg.

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