



mobile ticketing solutions

PRESS RELEASE:

20 November 2006

FOR IMMEDIATE RELEASE

YOURRAIL CHOOSES MOBIQA FOR MOBILE TRAIN TICKET PILOT WITH CHILTERN RAILWAYS

Chiltern Railways, which runs the scheduled passenger services between London and Birmingham, will be the first train operator in United Kingdom to deliver tickets to rail passengers on their mobile phones. Beginning in December, Mobiqa's unique mobi-ticket™ technology will be used by YourRail, Chiltern's chosen partner, to improve customer service and convenience.

Mobile ticketing will streamline customers through train station entry points, cut the operational costs of printing and distributing paper tickets and will reduce cash collection on the train and at other touch-points. Mobile ticketing also offers a convenient means of buying, receiving and redeeming train tickets for customers.

Mobiqa has powered the mobile ticketing for hundreds of live events, sporting and promotional campaigns around the world, demonstrating the countless advantages mobile ticketing technology has over traditional paper tickets.

Iain McCready CEO of Mobiqa comments, "Being chosen by YourRail to work with Chiltern Railways in integrating Mobiqa's mobile ticketing technology into their current system is a fantastic venture that will lead the transport industry into accepting new and innovative ways of curbing commuter congestion. mobi-tickets™ have proven success and will offer Chiltern's passengers a more convenient ticketing option. We at Mobiqa are delighted to enter into this venture with YourRail at the Pilot stage and to contribute to the longer term success."

Martin Hathaway of YourRail explains, "People who are on the move turn to their mobile phones to manage their lives and we believe organising their rail transport this way will prove to be popular. Early in 2007, YourRail will also offer Chiltern's customers the ability to purchase their tickets on the move from their phones as well as receive them in the form of a mobi-ticket™. We are happy that Mobiqua has joined us with their highly reliable and scalable solution. YourRail and Chiltern will soon be announcing other innovative companies participating in our venture as well."

Neil Micklethwaite, Commercial Director of Chiltern Railways, comments, "We have listened to our passengers and what they want is a simpler and easier way to purchase tickets for their travel. We look forward to a successful pilot and hope to use mobile to mobile ticketing by its completion."

ENDS

Note to Editors:

About Mobiqua

Mobiqua is the world leader in mobile phone ticketing and mobile phone couponing. Mobiqua's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert and event ticketing as well as multimedia coupon promotions. Mobiqua's patented barcode technology is available on six continents and in 30 countries including USA and China. Mobiqua is a private limited company headquartered in Scotland.

Learn more at www.mobiqua.com

About YourRail:

YourRail Ltd is a Yorkshire-based business supplying integrated solutions to train companies and other retailers linked to the rail industry. Using the full range of YourRail's offerings, end customers – rail passengers – can conveniently purchase, validate, or cancel rail travel on the move, make other purchases linked to their journeys and receive real-time travel information.

Learn more at <http://www.YourRail.net/>

About Chiltern Railways:

Chiltern Railways is owned by M40 Trains. All shares in M40 Trains are owned by John Laing plc through Laing Rail Ltd. Chiltern operates mainline services from Marylebone Station in London to Aylesbury and to Kidderminster via Birmingham plus local services from Princes Risborough to Aylesbury and from Leamington to Stratford, under a franchise that runs to 2022.

Learn more at <http://www.chilternrailways.co.uk/content.php?nID=6>