

PRESS RELEASE:

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EAGLE EYE SOLUTIONS ADDS MOBIQA MOBILE BARCODE TECHNOLOGY TO SECURE MOBILE VOUCHERS AND COUPONS REDEMPTION PLATFORM

*Secure barcodes injected into mobile phone vouchers and coupons for a slick
retail experience.*

Edinburgh, UK – (9 June 2009) – Eagle Eye Solutions; leaders in voucher and coupon redemption at EPOS, and Mobiqa; world leader in mobile barcode solutions, have formed a partnership to add mobile barcodes to the secure, end-to-end mobile gift voucher and coupon service.



Eagle Eye Solutions works with the likes of ITV and Commidea to provide major retailers with mobile gift cards and innovative retail marketing solutions. They have quickly become one of the leading suppliers in the field of mobile voucher technology and hold the patent that allows redemption of vouchers through a Chip and Pin device.

In a move to streamline the process of mobile phone voucher and coupon delivery and redemption, Eagle Eye Solutions has forged a deal with Mobiqa who hold the patent over the process of tailoring each standard barcode to the make and model of the consumer's mobile phone. Once the consumer has received their barcoded mobile voucher, they are able to quickly and securely redeem it by having the barcode on the screen of their mobile phone scanned by the cashier at check-out.

The marketing services made available to retailers through the Eagle Eye Solutions/Mobiqa partnership include an extensive range of mobile-based offerings from SMS text codes to Barcodes to Contactless technology. Retailers will be able to execute campaigns immediately and save money by minimising production and handling costs associated with traditional paper-based coupon campaigns.

Steve Rothwell Director from Eagle Eye Solutions comments, "The addition of Mobiqa's patented technology to our solution gives retailers the full range of redemption technologies removing any last technology barriers for a retailer to offer mobile gift vouchers or mobile coupons. This alliance cements our position as the number one provider of mobile services to the retail sector."

Nick Rankin, CEO, Mobiqa, comments, "Our partnership with Eagle Eye Solutions heralds the coming of a smarter, more convenient means of coupon and voucher issuance and redemption. Consumers can now enjoy the added freedom of always having their vouchers and coupons easily to hand and no longer need to worry about remembering their paper coupon before going shopping."

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Note to Editors:

About Eagle Eye Solutions

Eagle Eye Solutions was established in 2003 to take advantage of the new commercial opportunities presented by the saturation of mobile telephones both in the UK and globally.

Working with the likes of ITV, The Logic Group, Vivo-Tech and Commidea, Eagle Eye Solutions skill in designing, developing and implementing mobile based, retail marketing solutions for both B2B and B2C audiences has helped it to become one of the leading suppliers of in the field of electronic vouchers technology. Eagle Eye Solutions technology has been utilized and proven to be successful in services operate for ITV (Harveys), Coors Brewery (Pitcher and Piano), Corney and Barrow wine bars to name a few. (www.eagleeyesolutions.co.uk)

About Mobiqa

Mobiqa are world leaders in mobile phone ticketing and mobile phone couponing. Mobiqa'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, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqa's patented barcode technology is available on six continents and in over 40 countries including the USA. Mobiqa is a private limited company headquartered in Scotland, UK. Learn more at www.mobiqa.com