

April 17, 2007



SinglePoint Names Entertainment Industry Veteran Stephen Davis to Board of Directors

Davis' Media Background to Expand SinglePoint's Presence as a Leading Interactive TV Supplier

LOS ANGELES & BELLEVUE, Wash.--(BUSINESS WIRE)--

SinglePoint today announced that the company has added Stephen Davis to its Board of Directors. A seasoned entertainment executive with extensive experience in both mobile and online media, Davis will play a strategic role in further expanding SinglePoint's presence in key market segments such as iTV, mobile marketing and entertainment.

"As an international mobile, online and entertainment industry executive, Stephen Davis' background and expertise are ideal for what SinglePoint needs during this important time of growth," said Rich Begert, CEO of SinglePoint. "With new partnerships in place, as well as the tremendous surge in the expansion of interactive television, we are honored to have Mr. Davis provide his knowledge and advice as our newest board member and industry expert."

"It is an incredible opportunity to be a part of one of the top tier connectivity suppliers in the wireless space," said Mr. Davis. "With a proven technology platform and unprecedented carrier relationships, the industry can expect to see even more success stories coming from SinglePoint and I look forward playing a key role on their Board."

Most recently, as the President of Mobile and Online Media at InfoSpace (NASDAQ:INSP), Davis was responsible for managing the company's mobile and online businesses worldwide. Before his role at InfoSpace, Davis served as president of Granada America, one of Europe's largest producers and broadcasters of quality television programming, where he led the company into a leadership position as the largest independent foreign-owned program supplier to the U.S. television networks.

Prior to Granada America, Mr. Davis was president and CEO of Carlton America, a leading worldwide producer and distributor of television programming, which later merged with Granada. There, he also served as a board director and member of the senior management team of Carlton International Media Ltd., a distribution, video and book publishing company. He came to Carlton from Hamdon Entertainment, where he served as president and CEO, leading the company's production and distribution businesses in the made-for-television market.

Davis also previously worked as vice president of entertainment and media development for The Griffin Group, the entertainment and investment group controlled by entertainer and entrepreneur Merv Griffin. He had responsibility for leading the company's television programming, motion picture, live entertainment and new media businesses. He also had responsibility for overseeing its entertainment related M&A activities.

In addition to SinglePoint, Mr. Davis serves on the Board of Directors for The Hollywood Radio and Television Society and NATPE, the world's leading non-profit association of television program executives. Davis holds two other directorships, sitting on the Board of Directors of the International Academy of Television Arts and Sciences as well as the Board of Directors, and member of the Executive Committee, of PCI (Population Communications International), a leading NGO addressing social and health issues through the media.

About SinglePoint(TM)

SinglePoint is a simple, powerful way for content owners to create, connect and confirm the delivery of wireless messages to mobile consumers. It combines a proven reliable message delivery service with the leading producer and distributor of branded, made-for-mobile entertainment, interactive TV formats and mobile marketing concepts. Today, SinglePoint is engaged with an audience of more than 230 million mobile users throughout North America working in partnership with mobile network and portal operators, media companies, brand managers and agencies. For more information, please visit singlepoint.com.

Source: SinglePoint