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For Immediate Release

mPanion Awarded Patent for Location Based Presence and Privacy Management

Patent Covers Key Aspects of Location and Presence Technology

SEATTLE, Washington – November 2, 2011 – mPanion™ announced it has been awarded its first patent by the USPTO, patent no. 8,050,690, titled “Location Based Presence and Privacy Management”. mPanion™ is currently conducting a beta trial of I’m Here™, an always-on location and presence service for mobile users. The company’s technology provides users with an always-on, real time location service with advanced privacy controls, and enables a rich presence status based on their individual preferences and privacy settings.

Patent Award Announcement

"This patent forms the basis of our core technology for determining meaningful and relevant location contextual information and presence status of a user in real-time, which is not an easy problem to solve," said mPanion Founder and CEO Neeraj Chawla. "Additionally, this patent covers our solution for managing location privacy which is critical for users adopting location technology."

Location and privacy issues have been hotly debated in recent months as companies are vying to offer targeted advertising based on user’s location. mPanion’s solution offers users the benefits of location technology without compromising their location privacy.

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mPanion has five additional patents pending in the United States, and three patents pending internationally. "Location and privacy management are important areas of development for the wireless industry. Creating and protecting innovation in these areas is a key priority at mPanion, and the award of the first patent is a significant milestone for the company," said Umesh Amin, who is on the Board of Directors of mPanion, Inc.

Patent covers key aspects of location and presence technology

The patent covers key aspects related to mPanion's location and presence technology, including determining and sharing contextual information about a user's location, such as whether they are at a golf course, a mall, a cafe, a movie theater, one of their favorite restaurants, or even at one of their regular locations such as home or work. The technology can also determine if the user is in transit or driving. Furthermore, the patent protects key elements related to sharing user's presence status with their contacts based on sharing levels and associated privacy settings.

About mPanion, Inc.

mPanion, Inc. is a privately-held Seattle-based mobile software development company creating next generation location-based services, based on patent-pending technology. The company is currently developing the I'm Here™ service for Blackberry, Windows Phone, iPhone, Android, and other leading mobile device platforms. For more information or to sign-up for the service, go to www.mpanion.com.

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