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Gumball Rally goes "Around the World in 8 days" with CoPilot Live and T-Mobile

- 📶 Drivers in the 2006 Gumball Rally will navigate across 3 continents in 8 days using CoPilot® Live mobile phone satellite navigation
- 📶 Fans can track the Gumball Rally live on the web using CoPilot FleetCenter™ location-tracking
- 📶 Each car will be equipped with the latest Microsoft® Windows Mobile® 5.0-based smartphones from T-Mobile, with maps of the entire route preloaded, such as T-Mobile's MDA Vario and MDA Compact

Thursday 27th April 2006, London, UK - ALK Technologies announced today that for the second year running it is the Official Navigation Sponsor of the Gumball Rally, the 'World's most Glamorous Rally' which sees 240 drivers in 120 supercars travel 3,000 miles across 3 continents in just 8 days.

The 2006 Gumball Rally is a truly global event starting in Pall Mall, Central London on Sunday 30th April, visiting Vienna, Budapest, Belgrade, Phuket, Bangkok, Salt Lake City and Las Vegas before finishing in Los Angeles, on Sunday 7th May.

Participants such as Pink, Tony Hawk, MTV's Bam Margera and Ryan Dunn, Martine McCutcheon and Jodie Kidd will be able to find the way from stop to stop and party to party easily, using CoPilot Live mobile phone satellite navigation, which will be supplied preloaded on the latest HTC manufactured Windows Mobile 5.0-based smartphones from T-Mobile.

Maps of the entire route are preloaded, so drivers can simply key-in the destination and start driving. CoPilot will calculate the entire route in seconds and provide turn-by-turn voice guidance.

More.../

Gumballers will enjoy all the features and benefits of a dedicated sat nav system, but on a T-Mobile phone. If a turn is missed, CoPilot works out the best new route immediately. Drivers will be pleased to know that a database of European Speed Camera locations is preloaded, with spoken and on-screen warnings. On a lighter note, Gumballers will be able to choose from a variety of navigation voices, supplied by sound-alike voice specialist Locutio, including Gumball founder Maximillion Cooper. The Gumballers can also use the devices to access the internet, send emails and of course make calls and send text messages.

Gumball fans will be able to monitor the progress of specific drivers or the entire rally live on the Web using CoPilot FleetCenter, at www.alk.com/gumball. CoPilot Live incorporates real-time location tracking which will report the location of each vehicle using the phone's internet connection. ALK will also use the online system to provide remote support to drivers, for example by sending them new destinations if an incorrect stop is entered.

"We are delighted to be partnering with T-Mobile, Microsoft and smartphone pioneer HTC, to once again provide mobile phone satellite navigation to the Gumball Rally" said Michael Kornhauser, Managing Director of ALK Technologies Ltd, "its a fun, and high profile way to demonstrate how you can use your mobile phone to guide you around the world and enable others to see where you are live on the Internet."

Each driver will receive a T-Mobile MDA Compact II Pocket PC Phone, developed in partnership with HTC. Gumballers will also be able to use these powerful Windows Mobile 5.0 based devices to easily access e-mail, contacts and their calendar through Outlook; browse the Web through Pocket Internet Explorer, take pictures or download and play music and of course stay in touch with other Gumballers via voice, SMS, MMS or MSN Messenger whilst on the road.

Simon Ainslie, Director of Sales for T-Mobile UK said "We're delighted to be a part of the Gumball Rally. Our strategy is to provide customers simplicity in everything we do - price plans, products and our customer services. We're providing the Gumballers a robust network to get them from A to B with no complications - simple!"

Dan Cohen, Marketing Manager, Windows Mobile, Microsoft UK said "ALK Technologies CoPilot® Live software enhances the power of Windows Mobile software to transform a mobile device into a sophisticated navigation tool. This application is a great example of the rich innovation possible today on Windows Mobile software".

"Optimized for Intel XScale technology, CoPilot live 6 delivers the performance and advanced features of a dedicated satellite navigation system in a highly portable form." stated Gary Forni, Director of Handheld Platform Software Enabling, Intel Mobility Group. "With Intel XScale-based GPS devices, mobile professionals, families, and of course Gumball Rally participants, are able to enjoy mapping and routing technology while on the road."

The T-Mobile MDA Compact II with CoPilot Live Satellite Navigation, as used by the Gumballers, is one of a range of CoPilot mobile phone sat nav solutions available from FREE through T-Mobile. www.t-mobile.co.uk/freesatnav.

The Gumball special edition voice is available free of charge to existing CoPilot Live Smartphone and PDA based users from www.voiceskins.co.uk

For more details about CoPilot Live Mobile Phone Satellite Navigation and to track the 2006 Gumball Rally Live, visit www.alk.eu.com

Notes to Editors

About ALK Technologies

ALK Technologies is at the forefront of mobile navigation technology. The Company benefits from over 27 years expertise developing solutions for corporate and consumer customers globally.

ALK's CoPilot® Live mobile GPS navigation solutions are available in Europe, North America and Australia as retail-branded products and as the basis for leading OEM navigation systems, while the Company's PC*MILER® routing, mapping and fleet management solutions are used by over 21,000 transportation, logistics and manufacturing companies Worldwide. Partners include Motorola, T-Mobile, Scania, NAVTEQ™, Ford, BMW, TBS and the U.S. Department of Defense."

ALK is a Microsoft Certified Gold Partner and received the 2005 Microsoft Partner of the Year award for Mobility Solutions Sales and Marketing.

For more information contact David Quin, Marketing Director, ALK Technologies Ltd. dquin@alk.com

Visit ALK at www.alk.eu.com

About T-Mobile

T-Mobile is one of the world's largest mobile operators with around 80 million customers worldwide and in the UK it is the network of choice for over 16 million customers, more than any other UK network.

T-Mobile has a range of innovative products and services such as Flex, a unique tariff with flexible pricing; U-Fix, a tariff that combines pay-as-you-go and a monthly contract and Web'n'Walk, which enables customers to surf websites on the move. T-Mobile's network coverage is among the best in the UK (over 99% of the UK population) with one of the lowest dropped call rates. It offers the largest worldwide Wi-Fi network, with over 2,000 HotSpots in business-friendly locations in the UK and 13,000 worldwide, and offers a rapidly expanding 3G network across the UK.

For more information about T-Mobile UK, please visit www.t-mobile.co.uk

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

About HTC

High Tech Computer Corp. (HTC), the most cutting-edge converged mobile devices for customers, founded in 1997, specializes in designing and manufacturing. HTC has become one of the most respected suppliers of devices based on the Microsoft Windows Mobile operating system. HTC is listed on The Taiwan Stock Exchange (2498).

For further information please go to www.htc.com.tw

About Gumball 3000

Maximillion Cooper launched Gumball 3000 in 1999 when he invited 50 of his friends to take part in a 3,000-mile rally around Europe. Eight years later, Gumball has consistently hit the headlines as "Cool Britannia's" most unique addition to pop culture. Each year the route changes, but the foundation of the rally stays the same: 3,000 miles of driving adventure with the most eccentric group of thrill-seekers imaginable, competing for the coveted Burt Reynolds statue and partying every night with the who's who of international society and pop culture. Cars featured on the rally range from million-dollar 'one-off' supercars to customized VW campers and even ice cream trucks. The cost for entering the rally this year is approximately \$70,000.

www.gumball3000.com

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