

## **CPS NAMED IN SECOND ANNUAL ALWAYSONTM LIST OF TOP 100 PRIVATE COMPANIES GLOBALLY**

July 6, 2004

- Matrix high accuracy location technology developers honoured in poll

CPS (Cambridge Positioning Systems Ltd), developers of the award-winning Matrix mobile high accuracy location technology, today announced its inclusion in the influential AlwaysOn (AO) Top 100 Private Companies list.

AlwaysOn, an open source media company focused on technology and business innovation, and KPMG's emerging business practice, KPMG 1Start, compiled the second-annual AO100 list.

The two groups surveyed more than 1,000 venture investors, investment bankers, top entrepreneurs and executives, who nominated more than 700 companies to determine the AO100 winners. The full list can be found at [www.alwayson-network.com](http://www.alwayson-network.com) <<http://www.alwayson-network.com>>.

AlwaysOn and KPMG 1Start, identified the 2004 AO100 companies based on their demonstrated leadership and innovation in at two key areas: market traction measured by revenue or customer growth and new approaches and technologies that are likely to cause significant change to existing markets and well-established players.

"Private company innovation is incredibly strong and continues to flourish. Over 50 of last year's AO100 companies returned to this year's list and 50 new companies have been selected that are well positioned to significantly contribute to the second-generation of the Internet," notes Tony Perkins AlwaysOn founder.

CPS CEO Chris Wade said: "This award is about innovation, market traction and new approaches to the market - and on all three counts CPS has made tremendous progress in the last 12 months. This is a tremendous accolade for the company, our people and our Matrix location technology and further recognition of the key role we can play in opening up new markets for mobile operators."

AO100 winners will be honored at a reception on Tuesday, July 13, 2004 at the AlwaysOn Innovation Summit, taking place July 13-15 at the Frances C. Arrillaga Alumni Center on the Stanford University Campus. The event will feature over 60 keynote-level speakers, 15 sessions, 30 CEO Pitches and two days of conversation about what's driving the next wave of innovation. For more information visit: <<http://www.alwayson-network.com/events/index.php>>

### **More information:**

Colin Ashcroft, Communications Director  
+ 44 (0) 1223 326984  
+ 44 (0) 7769 740296  
[colin.ashcroft@cpslocates.com](mailto:colin.ashcroft@cpslocates.com) <<mailto:colin.ashcroft@cpslocates.com>>

[www.cpslocates.com](http://www.cpslocates.com) <<http://www.cpslocates.com>>

### **About CPS:**

CPS is the high accuracy location enabler for the wireless world. Through consistent innovation, we have developed new ways of helping people pinpoint their whereabouts - via a standard GSM mobile handset. Our technology is called Matrix - a unique software-only solution that combines sub-100m accuracy with rapid time-to-fix and consistent performance across all environments. Standardised for GSM, Matrix can be rolled out easily and rapidly to meet operator needs for new and differentiated location-enabled services. And because Matrix is software only, it means deployment costs are less than \$1 per subscriber - the most competitive high accuracy solution available.

### **About AlwaysOn**

AlwaysOn (AO) is an "open source media company" dedicated to connecting global leaders and technology industry insiders whose ideas and innovations are shaping the always-on world.

Founded in January of 2003, AO is the first and only media brand to combine participatory journalism (blogging), with a powerful social network-the AO Zaibatsu. AO believes that individuals and businesses will increasingly use interactive media applications to "step over the head of the media" and communicate directly to customers, suppliers and employees.

AlwaysOn, LLC, is a privately held and virtually headquartered company born out of the heart of Silicon Valley.

Chris Wade  
Chief Executive Officer  
Cambridge Positioning Systems Ltd  
62-64 Hills Road  
Cambridge  
CB2 1LA  
Registered in England 2808344

Tel: +44(0)1223 326922  
Fax: +44(0)1223 326901  
Mobile: +44(0)7881 622669  
Email: [Chris.Wade@cpslocates.com](mailto:Chris.Wade@cpslocates.com)  
[www.cpslocates.com](http://www.cpslocates.com)