

PRESS RELEASE

iCONTROL PROMOTES GILAD KEREN TO SENIOR VP/IT AND RETAINS DAN GREENWALD AS SENIOR ACCOUNT EXECUTIVE

KEREN TO OVERSEE EXPANDING IT DEPARTMENT AS COMPANY TAKES ON ADDITIONAL
BUSINESS; GREENWALD TO OVERSEE KEY ACCOUNTS

ROCKVILLE, MD --- April 23, 2008 iControl Systems USA, LLC., the Rockville, Maryland-based #1 provider of SBT newspaper billing consolidation services to U.S. retailers from coast to coast, announced a significant promotion and staff addition today.



Gilad Keren was promoted to Senior VP/IT

Gilad Keren, previously the company's Director of Information Technology, has been promoted to Senior Vice President/Information Technology, and added to the company's board of directors. Keren, a graduate of the University of Maryland who has also served in the Israeli Navy for three years, has been with the company or its direct affiliates for eleven years. Mr. Keren, whose wife is expecting their second child this month, is among the chief architects of the iControl program. In addition to his role with NewsOne, Keren provides IT support to several of related enterprises directly and indirectly affiliated with iControl.

"We are extremely fortunate to have an individual with the talents and dedication of Gilad Keren," said iControl's chairman and Chief Executive Officer, Tal J. Zlotnitsky. "Over the years Gilad has amazed all of us with his ability to respond to challenges, and with his turnaround time on projects. He's well-deserving of his promotion and to become a part of our board."



Dan Greenwald joins iControl as Senior Account Executive

In addition to Mr. Keren's promotion, iControl also announced the addition of Dan Greenwald to the company as Senior Account Executive. Mr. Greenwald, who will work out of the company's headquarters in Rockville, MD, will oversee key accounts.

Mr. Greenwald has over 20 years experience working in the wholesale periodical industry starting with Mid-States Distributors and concluding with the Chas. Levy Company based in Chicago, IL. He has called-on national retailers, including Rite Aid and Stop & Shop, assisting in the marketing of magazines, newspapers, and all categories of books. He graduated from Ithaca College with a degree in Economics and Business Management, and has an MBA in marketing from Mount St. Mary's College, in Emmittsburg, MD. Mr. Greenwald Resides in

Hagerstown, MD with his wife Judy and daughter Rachel.

"Dan is a terrific individual and a skilled account executive who brings experience and know-how to our company as we expand our client base," said John M. D'Aloia, iControl's Chief Marketing Officer. "We expect Dan to handle key accounts and help us maintain and most importantly grow and nurture our business relations with some of our most valued customers."

Mary Mitchell, Rite Aid's category manager in charge of the periodical category commented on Mr. Greenwald's "integrity, enthusiasm and professionalism." She added: "I thoroughly enjoyed working with Dan, and to this date, have not found a rep as capable as he was in the publishing arena."

For more information on iControl, please visit our website at www.icontrolusa.com