

PRESS RELEASE

JONATHAN CHASPHER JOINS iCONTROL AS VICE PRESIDENT OF RESEARCH & DEVELOPMENT

HIGHLY EXPERIENCED INFORMATION TECHNOLOGY EXPERT TO OVERSEE THE DEVELOPMENT OF iCONTROL 2.0

ROCKVILLE, MD --- May 5, 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 staff addition today. Mr. Jonathan Chaspher, a highly experienced information technology expert, has joined the staff as Vice President of Research & Development, a role in which Mr. Chaspher will oversee the development of iControl 2.0, the updated version of the company's successful program, scheduled to launch summer 2009.



Jonathan Chaspher
joins iControl as VP
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Development

Mr. Chaspher brings extensive experience in product management, product development and marketing to iControl. Prior to joining iControl, he led the Software Development Department of AeroScout, which is the market leader in enterprise visibility solutions based on Wi-Fi and other wireless-networking standards. Before joining AeroScout, Mr. Chaspher co-founded Netprox, a start-up geared towards building an application platform for the mobile Internet. At Netprox, Mr. Chaspher led the product management and product development groups, leveraging his experience gained at two former enterprises he was involved with, Regisoft and Comverse Technologies. During his career path, Mr. Chaspher designed, built and deployed large scale systems for a variety of customers including enterprises, telecom and cellular companies. He earned a B.Sc. in Computer Science & Mathematics from Ben-Gurion University in Tel Aviv, Israel, and an MBA from the Kellogg School of Management, Northwestern University.

The addition of Mr. Chaspher comes as iControl steps-up its development activities as it gears up for the introduction of iControl version 2.0, scheduled for summer 2009. The new version, which is being developed to build-upon iControl's successful core program and functions, is intended to add significant additional functionality for participants, retailers and publishers alike, and enhanced customization.

"It was critical to add an executive to our staff who has been involved at both the micro and macro level in the development of very intricate enterprise software," said iControl's President Sean Zlotnitsky, who is the designer of the iControl system, and who will oversee Chaspher's activities. "Obviously, we see the development 2.0 as an essential next step. However, I wanted to make absolutely certain that our existing customers and those coming on board between now and next summer will experience no drop-off or glitches of any kind while we develop 2.0. For this reason, I wanted to personally remain focused on the existing version while having an experienced professional on board to oversee the development of 2.0, where we will apply lessons learned the past 3 years to create a platform that will continue to keep iControl far ahead of the pack."

Chaspher marks the seventh prominent addition by iControl in the past several months, following the addition of John D'Aloia as Chief Marketing Officer, Ron Sklon, Bill Mansfield and Kevin Osborn as board members, and Rick Perez and Dan Greenwald as Senior Account Executives.

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