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Handmark, Inc. Acquires Mediabricks AB

*Acquisition Positions Handmark as Leader in European Wireless Media;
Mediabricks CTO and Managing Director to Take Key Positions Within Handmark*

KANSAS CITY, MO — (20 June 2005) — Handmark[®], a leading innovator in mobile media content, today announced it has acquired Mediabricks AB, one of Europe's leading developers of advanced software for publishing, distributing, and presenting rich online media services to mobile devices. In addition to building the growing portfolio of Handmark wireless technologies, the acquisition of Mediabricks significantly expands the ability of Handmark to provide cutting-edge applications to wireless service providers and their customers on a global scale.

"Mediabricks is the perfect complement to Handmark dominance of U.S. mobile client/server applications for three compelling reasons," said August Grasis, III, CEO of Handmark. "First, is patented push technology that greatly enhances media viewing on Java phones. Second, is the fabulous development team with many man-years creating world-class applications for the mobile phone industry. Third, Mediabricks has an intimate understanding of the global wireless products marketplace. We believe this move will make Handmark exponentially stronger at a time when demand for innovative mobile services has never been greater around the world."

Mediabricks, with offices in Stockholm, Gothenburg, (Sweden) and London, made its reputation by delivering technology that helps companies such as T-Mobile USA, CNN International, Reuters, and the Financial Times provide mass-market mobile services to users in the U.S. and Europe.

As part of the purchase of Mediabricks, to be known in the future as Handmark Europe, the company has named Mediabricks co-founder and Chief Technology Officer Konstantin Zervas as CTO of Handmark, a new position. "There are tremendous synergies in technology, geography, and organization between our companies, together we are a much greater market force than the companies working separately," said Sten Karlsson, Managing Director of Mediabricks, who becomes Handmark Vice President/Europe.

By combining Handmark expertise in content aggregation and carrier-grade service infrastructure with the user-friendly Mediabricks publishing and distribution platform, the two companies anticipate a meaningful improvement in mobile applications and services, especially "Java-push" services exemplified by the Handmark Pocket Express wireless service bundle of news, weather, stocks, sports, movies, maps, directories, and driving directions. Pocket Express, released last year, has won numerous industry awards and has become a must-have mobile service for U.S. subscribers.

Terms of the deal between privately owned Handmark and Mediabricks are not being disclosed.

About Handmark:

Handmark has a well-earned reputation for quality and superior technology as a provider of both applications and infrastructure for the delivery of content to smart mobile devices. Handmark[®] is the # 1

developer and publisher of entertainment and productivity software at retail for handheld mobile devices. Handmark is unique in its comprehensive offering of application software and online and wireless services. Handmark offers the broadest collection of fully supported tools and toys for a mobile generation[™].

Handmark leads the industry in offering handheld computing software through all available channels, including both online (visit the Handmark Store at www.handmark.com) and at retail. Handmark also owns and maintains MemoWare.com, the largest repository of free content for mobile devices.

Handmark is a member of Microsoft Mobility Partner Advisory Council (MPAC) – a unique partner program developed by Microsoft to serve as a focused feedback mechanism for Microsoft Windows

Mobile platform development, and provide leading companies with the tools and resources they need to bring the most innovative and successful mobility solutions to market.

Handmark is also a charter infrastructure partner of Palm Powered Mobile World.

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