

P R E S S R E L E A S E

DPD IRELAND CHOOSES BLACKBAY AND INTERMEC TO DELIVER MOBILE WORKFORCE SOLUTION ENABLING REAL-TIME VISIBILITY FOR CUSTOMERS ACROSS IRELAND

London: 26 March, 2008 – Blackbay, a provider of market leading real-time mobile worker solutions, today announced that DPD Ireland, formerly Interlink Ireland Ltd, has chosen Blackbay's Delivery Connect mobile tracking solution to enable the real-time online tracking of deliveries for DPD Ireland's customers. DPD Ireland, owned by La Poste, the French Post Office, and Ireland's premier provider of next day parcel delivery, has awarded the contract worth in excess of £1 million to Blackbay and global data capture hardware manufacturer Intermec.

"There were two key reasons for choosing Blackbay. Firstly, Delivery Connect is a scalable, robust and reliable tracking solution that will allow us to meet our customer's requirements to easily and quickly track the progress of their parcels," said Brendan O'Neill, DPD Ireland's CEO. "Secondly, Blackbay's team was able to add real value to the project as many of them come from the parcel industry and therefore, really understand how our business works."

The contract will see DPD Ireland implementing Blackbay's Delivery Connect mobile software solution on Intermec's integrated GPS and GPRS enabled CN3 rugged mobile computers. The CN3 will be rolled out to 600 couriers who will use the devices to track all deliveries from the point of collection through to proof of delivery.

Delivery Connect running on Intermec's CN3 will enable DPD Ireland's customers to track their parcels over the Internet in real-time. Ensuring the exact status and location of each delivery will be available at all times, reducing the need for customer queries.

"Our integrated solution will also provide electronic signature capture as real time proof of delivery ensuring there can be no mistake as to exactly when and to whom items have been successfully delivered, improving transparency across DPD Ireland's business and leading to more timely deliveries and an extension of its service offerings," concluded Larry Klimczyk, MD of Blackbay UK.

About DPD Ireland

Interlink Ireland Ltd was founded in 1986 with 10 depots. Following substantial growth, it is now the premier parcel delivery company in Ireland, with 35 depots handling in excess of 6 million parcels per year. In 2000, Interlink Ireland became part of GeoPost S.A., the parcels and express division of La Poste, the French Post Office. In February 2008, Interlink Ireland changed its name to DPD. Its parent company, La Poste, united its express parcel companies under one single brand - DPD - to provide its customers with one, united, delivery partner throughout Europe and beyond. For more information visit www.dpd.ie

About Blackbay

Blackbay delivers real-time mobile worker solutions that enable business process improvements to Supply Chain and Field Service mission-critical operations. Blackbay is a Microsoft Gold Partner and IBM MMS (Managed Mobile Service) Partner.

The Company is a market leader in the rapidly growing enterprise mobility market delivering mobile data solutions for over 15 years to a growing list of premium clients. Its core activity is mobile software application development, offering organisations significant return on investment based upon reduced costs, increased sales and improved productivity and service levels. Blackbay develops its solutions both on the back-end infrastructure and on handheld PDA and Smartphone devices. Its iConnect transaction server allows the company to offer its premium customers a suite of mobility 'products' as part of a fully managed one-stop Mobile Application Service.

Blackbay's product line currently consists of the following: Delivery Connect, a mobile freight solution for real-time job tracking; Service Connect, a business mobility solution targeted at field service business and Blackbay Housing Connect, targeted at social housing servicing and maintenance. For more information visit: www.blackbay.com

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