

## *NEWS RELEASE*

### **OMBEK'S XMS-PubliCast™ WINS BEST OF SHOW FOR WIRELESS PRODUCTS AT CeBIT America 2004**

New York, May 30, 2004 — Independent Release – CeBIT America, the premier information and communications technology event for the enterprise business marketplace, eWeek and PC Magazine announced that “Best of CeBIT America” award in the Mobile / Wireless category went to Ombek’s XMS-PubliCast™.

Ombek, a New York based company with a presence in Florida and an R&D facility in Israel won the prestigious Best of Show award at the CeBIT America trade show yesterday at New York’s Javitz Center. The Company won the award after competing against all other wireless companies attending the huge industry trade show.

The awards were conferred in twelve product categories and the winners were chosen from over 100s of submitted entries. ***“These are the products that knocked our socks off when they were displayed at this New York City trade show.*** These products represent a broad cross section of products and capabilities that impact everyone from the small business user up to the enterprise. Each impressed the editors of PC Magazine and eWEEK with their new and innovative approaches to the high-tech needs and desires of the marketplace,” said Michael J. Miller, PC Magazine’s editor-in-chief and Editorial Director of Ziff Davis Media.

The XMS-PubliCast™ platform enables emergency service authorities to communicate with every wireless device in any selected geographical area within a matter of moments. This platform is a critical element for any Command & Control dogma including Amber Alerts, severe weather announcements, and all other emergency situations including Homeland Security scenarios”, says David Gilad, Ombek’s CEO. “The beauty of our product is that we deliver an anytime anywhere instant notification capability because unlike radio or television, we communicate via cell phone, which just about everyone takes with them wherever they go”.

XMS-PubliCast™ utilizes the Company’s proprietary “XMSC™” platform that empowers the delivery of SMS messages to all wireless devices regardless of carrier and technology infrastructure a critical issue in the fragmented U.S. wireless arena. Moreover, XMS-PubliCast™ is embedded with Ombek’s “Locality Technology™”, which permits the broadcast of messages to specific regions, as large as the entire United States and as small as a single zip code.

“I was pleased when we won the award”, states Gilad, “but not shocked. Everyone in the American Emergency Services arena whom is aware of XMS-PubliCast™ is impressed. Some are even amazed by the reality that such a critical capability has been unavailable to U.S. authorities till now and at our ability to deliver such a comprehensive solution here and now”.

### **About Ombek**

Ombek develops and markets end-to-end solutions for the U.S. wireless data and messaging industry. The company delivers added revenues to partners and clients through an expansive service offering pioneered by Ombek's highly innovative development team and powered by Ombek's revolutionary platform – the XMSC™

XMSC™ offers wireless carriers, media companies, public & emergency services, and wireless application developers access to virtually every wireless device nationwide through a single interface. XMSC™ negates the challenges generally associated with the diversity of the American SMS infrastructure and eliminates the need to invest resources in carrier-specific interfaces. For more information, visit [www.ombek.com](http://www.ombek.com) .

### **About CeBIT America**

Organized by Princeton, NJ-based Hannover Fairs USA, Inc., CeBIT America is the premier Information & Communications Technology (ICT) event for the enterprise business marketplace. Emphasizing the entire spectrum of enterprise technology -- systems, applications, networking and communications -- this is the only US forum to explore the full range of next generation global technologies and solutions. CeBIT is the world's largest and most influential information and communications technology trade fair. The flagship event, CeBIT Hanover, runs each spring and hosted 6,411 exhibiting companies, approximately 510,000 visitors and 10,000 journalists. CeBIT America joins the annual roster of international CeBIT events. Visit <http://www.cebit-america.com> for more information.

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