



PRESS RELEASE

For Immediate Release

MBOT launches MyDigiWallet service for members

Mississauga, Ontario (January 26, 2010) - Mississauga Board of Trade is pleased to announce an innovative new service for its members - MyDigiWallet - a service that allows individuals to create and manage digital cards such as loyalty, membership, VIP and rewards cards.

These digital cards can be stored and accessed through the MyDigiWallet client on an individual's mobile device, making them easy to store, access and update at any time.

MyDigiWallet also allows an individual to receive related information for these digital cards, such as promotions, coupons or events. Additional features include a business or event location being automatically linked to Google Maps, and single click calling to contact an organization about a promotion or event.

Individuals can take advantage of social marketing by recommending digital cards, promotions, coupons and events to friends and receiving trusted recommendations in return. Each digital card includes a link to a mobile website for accessing supplementary information. By using 2D bar codes, MyDigiWallet's digital cards, coupons and promotions can be scanned at Point-of-Sale terminals.

One of MBOT's goals for 2010 is to initiate "green alternatives" for its operations, and a benefit of this service is that MyDigiWallet is a great way to "go green" with company marketing. It is also a cost-effective way to reach and create an "always-on" connection with a large number of customers using smart phones, such as BlackBerry™ devices, which are increasing in popularity and use every day.

MBOT hopes that member organizations will utilize this service not only as a consumer with access to a digital MBOT Events card, but also as card issuers, promoting their businesses in order to increase revenue, reduce costs, go "green" and take advantage of its many features. Instead of hunting for discount cards in a purse/wallet, ensure your event updates and special promotions are received and accessed easily through mobile devices.

As a special offer to MBOT members, receive four months FREE when you sign up your company's loyalty/discount card.

For more information visit www.mydigiwallet.com or contact David Wojcik at 905-273-6151 ext. 22 or Steve Brar of MyDigiWallet at 416-671-1243 or sb@mydigiwallet.com.

As the voice of business since 1976, Mississauga Board of Trade is a private-sector, not-for-profit business organization representing approximately 1,500 businesses, employing 65,000 people in Mississauga. MBOT is well positioned to meet the needs of business by using its considerable influence at all levels of government. As the forum for business, MBOT works together to influence public policy and promote a better understanding of the marketplace among policy makers, media and the general public.

-30-

Media Contact:

David Wojcik
Manager, Business Development
Mississauga Board of Trade
905-273-6151 ext. 22
dwojick@mbot.com
www.mbot.com

Steve Brar
Co-Founder
MyDigiWallet
416-671-1243
sb@mydigiwallet.com
www.mydigiwallet.com