



ACCCELLS NAMED A MOBILE INNOVATION GRAND PRIX NOMINEE

The GSMA announced that AcCells is among the ten nominees for the EMEA Tournament of the 2010 Mobile Innovation Grand Prix competition at the upcoming GSMA Mobile Innovation EMEA Event in Barcelona, Spain, 18 - 19 June, 2009.

For Immediate Release

Petach Tikva, Israel, May 20, 2009 – AcCells, a developer of contactless authentication technology for the mobile payment industry, was nominated by the GSMA as one of the finalists in the Most Innovative Carrier Infrastructure or VAS Platform category. The Mobile Innovation 'Grand Prix' was created by the GSMA as part of its Mobile Innovation initiative, with the primary goal of showcasing promising entrepreneurs from small and medium-sized companies who are introducing innovative products and services.

As a nominee, AcCells will be presenting a live demo of its mobile identification device (mID) technology as a part of the HiTBarcelona Telecom Marketplace agenda. The distinguished judging panel includes representatives from Belgacom, Orange, Telecom Italia, Intel Capital, and Telia Sonara. AcCells' revolutionary mID is capable of identifying any mobile handset using only near field GSM signaling and, when connected with authentication and billing servers, allows users to make mobile payments directly and securely from their handset.

“We are both honored and excited to be named as one of the Mobile Innovation Grand Prix nominees for the upcoming GSMA Mobile Innovation EMEA Event,” said Eduardo Shoal, AcCells' CEO. “We have received overwhelmingly positive feedback about our product and I am greatly looking forward to this opportunity. Our product's infrastructural capabilities will open up the mobile commerce market to limitless applications.”

AcCells will be present in Barcelona, Spain from the 18—19 June, 2009 as a nominee for the Global Mobile Awards, Mobile Innovation Grand Prix– EMEA Tournament.

About AcCells

AcCells was launched by seasoned and prominent technologists to commercialize a breakthrough innovation that lays the foundation for a new paradigm in mobile payments. Our vision is to create an infrastructure which will stimulate the growth of mobile payment applications worldwide.

AcCells' revolutionary mobile identification device allows the industry to achieve fast, simple, and secure mobile payments and transactions for all mobile phone owners without upgrading the existing installed base or limiting the market to credit card holders. AcCells will pave the way for industry growth by sidestepping the enormous cost of upgrading while expanding the potential end user market.

For additional information, please email maayanz@accells.com or visit our website at www.accells.com