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Forest Technologies and Millennial Net form Strategic Partnership

Forest Technologies, an innovative leader in mobile narrowcasting systems, and Millennial Net, a leader in mesh network technologies, have formed a strategic partnership to bring CartMedia to the retail market. CartMedia is a wireless mobile in-store shopping cart based advertising system that displays paid-for product advertisements on a shopping cart mounted display while the customer is physically located next to the product. Under the partnership agreement, Millennial Net will supply Forest Technologies with MeshScape™ wireless mesh network components and technology. For more information see www.foresttechnologies.com

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Forest Technologies, the innovative supplier of mobile interactive location-specific media digital signage systems, and Millennial Net, a world-class supplier of industrial wireless mesh networking systems, have formed a strategic partnership to bring the CartMedia mobile in-store location-specific digital signage solution to the retail market and is part of today's rapidly growing in-store narrowcasting and digital signage revolution. CartMedia combines wireless RF based location tracking with standard digital signage distribution technology to create a location specific paid-for product advertisement marketing system that places paid-for product advertisements on a cart-mounted display while the customer is physically located next to the product. Forest Technologies terms this new marketing channel as "electronic Point-of-Decision" (ePOD™) marketing because it places paid-for advertising at the customer's "point of brand and purchase decision", where marketing studies have shown point-of-decision marketing to be extremely effective in guiding purchase decisions. CartMedia can be used as a stand alone system or can be integrated into a retailer's existing digital signage system.

Millennial Net's MeshScape™ wireless mesh network is the CartMedia communications and location tracking backbone and is a robust, self-configuring and self-healing network for the highest levels of reliability and lowest cost of ownership. Under the terms of this agreement, Millennial Net will provide Forest Technologies with MeshScape™ technology expertise and products for the CartMedia system. "We believe CartMedia opens a new and large market opportunity for Millennial Net and is well positioned to capture national brand advertising dollars as they shift into these types of highly effective marketing systems", said Martin Hanssmann, Millennial Net President and CEO.

"CartMedia is a highly effective marketing system that co-locates Product, Place and Promotion with the customer" said Dan Cronin, Forest Technologies' Vice-President of North America Sales. "However, with the realities of the retail environment CartMedia must be reliable, easy to manage and have a low cost of ownership. The strategic partnership with Millennial Net and MeshScape™ technology, allows Forest Technologies to satisfy these requirements with world-class mesh network system performance and expertise."

About Millennial Net

Millennial Net develops wireless sensor networking software, systems, and services that enable OEMs and systems integrators to quickly and cost-effectively implement wireless sensor networks. Millennial Net is wholly owned by PHC Holding, GmbH in Esslingen Germany and operates as an independent company with headquarters in Burlington Massachusetts, USA.

MeshScape™ is a trademark of Millennial Net.

About Forest Technologies, LLC

Forest Technologies is the innovative leader in location specific mobile narrowcasting systems with headquartered in USA and has offices in North America and Europe.

For more information see www.foresttechnologies.com or email sales@foresttechnologies.com