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ARCHETYPE SHOWCASES TERRATRACE FAMILY OF WEB-ENABLED GPS/GSM TRACKING SOLUTIONS AT CTIA WIRELESS 2006

*New, Low-Cost StarLert Module Provides Reliable GPS Tracking and Wireless
GSM Reporting for Wide Range of Machine-to-Machine Applications*

Birmingham, Ala. – April 5, 2006 – Archetype, Inc., a rapidly growing leader in remote GPS tracking technology, is showcasing its TerraTrace global integrated GPS/GSM tracking infrastructure at CTIA Wireless 2006 in Las Vegas this week.

“TerraTrace has been designed to track equipment, vehicles, freight, shipping containers and personnel on a global scale in a fully secure, mission critical environment with a unique, Web-enabled backbone architecture,” said Jason Cooner, president of Archetype. “The Internet-based GPS tracking solution employs patent-pending, redundant network routing technology that can work on more than 550 cellular networks in over 200 countries, and can also be adapted to work on mobile satellite networks such as Orbcomm and Iridium.”

“TerraTrace is the only tracking solution that has been awarded global Enterprise Certification across all data tiers of the GSM cellular spectrum by Cingular and other global cellular carriers,” Cooner continued. “This ensures the most widely available high-performance, mission-critical tracking capability currently available over cellular networks.”

The TerraTrace platform provides true real-time, Internet-based map display capability for GPS tracking. It sends near real-time updates from remote locations to a mapping interface, available through

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2/Archetype Showcases TerraTrace Family of Web-Enabled GPS/GSM Tracking Solutions

secure Internet connections, in 2-4 seconds. The system conforms to U.S. Department of Defense Orange Book Level B security standards and incorporates NSA-approved encryption mechanisms and other security measures to provide a comprehensive, secure solution.

“As one of this year’s upgrades for the TerraTrace solution we have integrated the new StarLert ST-1 GPS/GSM/Machine-to-Machine (M2M) tracking module, enabling us to offer the most cost-effective GPS tracking solution available today,” said Cooner. “The tracking module provides rapid, virtually unlimited scalability. When combined with TerraTrace, we can support deployment of over 100,000 units in less than one month. In addition, the Web interface is designed for enterprise-level scalability. It integrates seamlessly with all major enterprise resource planning (ERP) platforms including SAP, PeopleSoft, Oracle, IBM and Hewlett-Packard, as well as industry-specific software suites.”

About Archetype

Archetype, Inc. is a privately held corporation based in Birmingham, Ala. Founded in 2002, the company has established a position as the leading developer of GSM-based, Web-enabled GPS tracking solutions for applications such as homeland security, logistics, enterprise resource planning and supply chain management.

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