

Mobitor Announces Alliance with Encore Associates to Strengthen its Commitment to the Food, Consumer Packaged Goods and Retail Industries

Mobitor signs strategic alliance and distribution agreement with Encore Associates to further expand its distribution network in North America for its Virtual Visibility® range of products

San Ramon, CA – April 21, 2008– Mobitor Corporation, a leader in mobile and wireless enterprise business applications announced that it has entered into a new strategic alliance and distribution agreement with Encore Associates, a strategic advisory, sales & marketing and solutions provider to the retail, food and consumer goods industry. Encore Associates will have access to the entire range of Mobitor's Virtual Visibility® product line, consisting of Mobitor's line of Windows Mobile 6 handheld and web applications for store audits, trade funds compliance, surveys, merchandising, competitive intelligence, score-carding and inventory management. Mobitor's Virtual Visibility solutions (V²) are delivered and deployed as a Software as a Service (SaaS) offering and eliminate the large upfront capital cost for both hardware and software typically associated with data collection and management solutions in the food and CPG industries. As well, Mobitor provides all level one support functions and training which ensures high user compliance rates and a positive user experience; areas that in the past have created the greatest challenges when deploying these types of solutions.

"Encore Associates is very pleased to build a strategic partnership with Mobitor," said Lee Merritts, SVP and Senior Partner, Encore Associates, Inc. "We believe that strengthening our relationship with Mobitor greatly enhances our retail and distribution automation technology platform by offering products and services that better enable our clients field forces and help them increase sales, market share and profits. Given this expansion of our technology product portfolio, we are able to offer our existing and future clients an advantageous service solution."

"We have chosen to partner with Encore Associates because of its reputation, wealth of knowledge, experience, and relationships in the CPG and Food industry, and to strengthen our sales through Encore's client' network in North America," said Audie Hofmann, vice president of sales and business development, Mobitor.

"Adding the Mobitor product line to our existing products and solutions portfolio creates a strong synergy with other products offered by Encore Associates. Mobitor products are able to be quickly configured and deployed in a very cost-efficient method and provide insights and information that can have an immediate positive impact for a business," Merritts added.

About Encore Associates, Inc.

Encore Associates ("Encore") is a strategic advisory firm, sales & marketing organization, and solutions provider to the national food and consumer goods industry. Encore was founded on the belief that a wealth of knowledge, experience, and relationships exist through early retirements and normal transitions of executives. Encore is based on the premise that these skill sets can be tapped into by the business community. The Encore team includes ExecuForce, a proprietary network of more than **50** nationally recognized subject matter experts, the Encore Sales Company, with offices and associates strategically located across the U.S., Encore Consumer Capital, a private equity firm investing in high quality consumer products companies, and Encore Solutions, a select group of businesses representing unique value propositions for the industry. Please visit www.encoreassociates.com for more information.

About Mobitor Corporation