



ONTELA APPOINTS CHASE FRANKLIN TO BOARD OF DIRECTORS

*Qpass Co-Founder Joins All-Star Board to Launch the Next Wave of
Mobile Imaging Technology*

SEATTLE—January 29, 2007—Ontela, an innovator in mobile imaging technologies, announces the appointment of Chase Franklin to its board of directors. The addition of this well-known industry leader will provide Ontela with insight and guidance as it grows and expands.

“Franklin’s experience with taking early stage companies and developing them into profitable enterprises will be pivotal in bringing our PicDeck mobile imaging platform to market,” said Dan Shapiro, CEO of Ontela. “He joins an incredibly strong and dynamic board that will help guide our success in an underdeveloped space.”

“Ontela brings an innovative solution to the maddeningly frustrating process of transferring photos from mobile camera phones. Its elegant approach of automatically moving images from the mobile camera phone to a PC and online photo sharing site will have a significant impact on the mobile data market,” said Mr. Franklin, “I’m excited about working with Ontela’s senior management team as they begin the market deployment of their PicDeck platform.”

Franklin is the chief of strategy for content and media at Amdocs, the leader in providing software and services to enable the world's largest telecommunications, cable and satellite companies to achieve integrated customer management. He co-founded Qpass, Inc. which grew from a startup to become the global leader in digital commerce solutions with more than 350 employees worldwide before its sale to Amdocs.

Prior to Qpass, Franklin spent more than a decade at Microsoft Corporation in product development and strategic management positions. He spearheaded many of Microsoft's earliest e-commerce strategy and business development initiatives in the interactive television and MSN divisions, including interactive advertising, online retailing, secure payments and other network commerce service businesses.

Franklin holds three patents relating to the design of various Microsoft and Qpass technologies or applications. He earned a double Bachelor of Science in mathematics and economics from Western Washington University.

Ontela’s board of directors includes Chairman Tom Huseby, managing partner, SeaPoint Ventures; Jeff Williams, managing director, Hunt Ventures; Enrique Godreau III, managing director, Voyager Capital; and Dan Shapiro CEO and cofounder of Ontela, Inc.

About Ontela

Ontela provides technology infrastructure to wireless carriers and image service providers that allow their customers to unlock the photos in their camera phones. Founded by veterans from Microsoft, Real Networks and Expedia in 2005, Ontela, Inc., is an innovator in mobile imaging headquartered in Seattle, Wash. The company’s patent-pending technologies install in under 60 seconds and move images from camera phones to PCs, online albums, and imaging services with just a shutter click. For more information, please visit www.ontela.com, or contact:

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