



AUTONET MOBILE RECEIVES TWO PRESTIGIOUS AWARDS AT SEMA 2008

SEMA Show and Popular Mechanics Both Honor the World's First Internet Entertainment System for the Car

San Francisco, Calif. (November 12, 2008) – Autonet Mobile, the world's first in-car ISP, today announced that it was awarded both the SEMA Global Media Award and the Popular Mechanics Editor's Choice Award at the SEMA global tradeshow in Las Vegas this month. Both awards honored Autonet Mobile's innovative product design and functionality.

The SEMA Global Media Award is judged by international journalists from 25 countries. The judging panel reviewed over 2,000 style and performance products at the show and chose 10 each that would be of most interest to their publications' readers and most likely to succeed commercially in their respective countries. Popular Mechanics, the men's magazine reaching over 9 million readers each month, awards its Editor's Choice Award for outstanding product development innovation.

"Being recognized by the international journalist community – both through the SEMA awards and through the Popular Mechanics honor – is an exciting milestone for our company," said Sterling Pratz, CEO of Autonet Mobile. "As consumers continue to demand new forms of in-car entertainment, we are seeing an incredible interest in internet connectivity for vehicle passengers. We're pleased to see that our vision is resonating with the journalists who are so intimately involved in the industry."

Autonet Mobile turns vehicles into secure mobile WiFi hotspots delivering reliable and easy-to-use Internet access. Passengers can now bring their own WiFi-enabled devices such as laptops, web tablets, digital cameras and Eye-Fi cards, PSPs, and other devices. The kids in the back seat can feed their Webkinz pets online, do homework, IM or play online games. Mom can check traffic or weather reports, book a dinner reservation or buy that last minute gift while

dad is driving. Autonet Mobile retails for MSRP \$499 and the monthly service plan for multiple users is \$29.

ABOUT SEMA

Produced by the Specialty Equipment Market Association (SEMA), the SEMA Show is the premier automotive accessories trade event in the world. The event serves the \$36.7 billion automotive specialty-equipment industry, which allows drivers to personalize and enhance their vehicle's appearance, performance, comfort, convenience, safety and fun.

The SEMA Show is held annually at the Las Vegas Convention Center during the first week of November. Each year, more than 125,000 industry professionals from over 100 countries attend the SEMA Show.

ABOUT POPULAR MECHANICS

Popular Mechanics (www.popularmechanics.com) is a magazine that helps readers master the modern world. In addition to providing hands-on coverage of personal technology, cars and home improvement, *PM* reports in depth on the science and technology behind major issues -- including such stories as disaster planning, hydrogen fuel and other energy alternatives, military expenditures, and digital privacy. Each month, nearly 9 million readers turn for advice and news to the magazine's editors and contributors, including the likes of Jay Leno, astronauts Buzz Aldrin and Tom Jones, and roboticist Daniel H. Wilson. In addition to its U.S. flagship, *Popular Mechanics* publishes nine editions around the world. *Popular Mechanics* is published by Hearst Magazines, a unit of Hearst Corporation (www.hearst.com) and one of the world's largest publishers of monthly magazines, with nearly 200 editions around the world, including 18 U.S. titles and 20 magazines in the United Kingdom, published through its wholly owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (75.6 million total adults, according to MRI, Spring 2008).

About Autonet Mobile

Autonet Mobile is the world's first in-car Internet service provider. Founded by a corporate executive and former race car driver and a leading network architect and designer, the company is dedicated to enhancing the in-car experience by bringing the power of the Internet to the 200+ million cars on the road in the U.S. Autonet Mobile currently provides uconnect web as a dealer installed Mopar® Accessory that is available to 3,700 Chrysler, Jeep® and Dodge

dealerships nationwide along with the Avis Connect service for Avis Rent a Car which continues to roll out nationwide. For more information about Autonet Mobile, visit www.autonetmobile.com

###

For More Information:

Cheryl Delgreco
Media Strategies for Autonet Mobile
617-723-4004 w
cdelgreco@msipr.com