



“Forty-eight million workers have jobs that require time away from the office. The increasing mobility of the U.S. workforce and the availability of wireless devices to link workers with corporate applications will drive demand for wireless services\*”.

\*The Insight Research Corp.



BluePepper Technologies, Inc. is addressing the changing demands in the wireless market through high ROI value added wireless services being deployed with our mobile carrier partners around the world.

Recognizing three generations of wireless value added services; BluePepper Technologies provides a comprehensive suite of wireless enhanced applications, through a total solution that includes infrastructure, content, marketing rollout and support.

**First Generation Wireless Value Added Services**  
These applications are suitable for any type of network (TDMA, GSM or CDMA) and all existing subscriber terminals. BluePepper Technologies application portfolio includes M-Team® and \*PING®. Both, first generation services targeting the Business, Teen and Young Adult market segments.

**Second Generation Services**  
Second generation wireless applications, even though suitable for both GSM and CDMA networks, require subscriber terminals capable of content download. BluePepper Technologies includes with the BPT-vas platform, a vast amount of content ranging from .gif static graphics, wall-paper images to animated cartoon movies and more.

**Third Generation Services**  
Third generation applications not only require advanced wireless networks, but also terminals capable of intense real time interaction among subscribers for high-end applications.

*Mobile telephone service is predicted to achieve a 70-75% U.S. penetration rate by 2007\*.  
The battle for new subscriber accounts is coming to an end and mobile operators are adding new applications in order to increase revenue.*

\* According to the Yankee Group (2003)



### Reduce customer churn

Subscribers that use “sticky” services like M-Team® & \*PING®, are less likely to switch wireless service providers, even where local number portability is available.

### BPT Total Wireless Value Added Solution

BluePepper Technologies provides a unique approach to wireless value added services by providing a total solution including: The BPT -vas Platform, the BPT Capital Advantage program and the BPT Marketing Advantage package. This allows carriers to launch advanced wireless applications with no investment in technology, marketing pieces or technical support.

### BPT Capital Advantage

The BPT - vas platform may be purchased or through BPT Capital Advantage, implemented at no capital expenditure - \$0 CAPEX and \$0 OPEX! There is no investment required and no maintenance cost. BPT can deploy the platform in your network and maintain it on a revenue sharing basis, making it the fastest ROI component in your network!

### BPT Marketing Advantage

Partnering with BPT also provides the marketing and product branding components for a successful marketing rollout and maintenance campaign.

BPT provides Off-line marketing pieces including printed media, billboards, calling cards and brochures.

On-line media including voice prompting, web pages and internet banners are also made available to our wireless service provider partners.



### Risk-free operation

BluePepper Technologies handles all the details for you. Our staff deploys, monitors, maintains, and services all of our Wireless Applications. BPT also handles capacity planning, delivery of monthly usage reports, installation and system upgrades.

### Fast implementation

The BPT multi-service value added wireless applications platform with its applications may be implemented in your network in less than 30 days!

### Today & Tomorrow

All of our value added services are designed to integrate to your existing wireless and data infrastructure, today! As partner of Symbian®, Brew®, Windows Mobile® and iDEN®, BPT is enhancing the user experience for 3G advanced services of tomorrow.

### Take action to lead the market!

- Low-risk & high-profit.
- Targets Business, Young adult and Teen segments.
- Available at \$0 CAPEX and \$0 OPEX through BPT Capital Advantage.
- Fastest time to market: less than 30 day implementation.
- Fastest time to profit: immediate marketing rollout with BPT Marketing Advantage.

BluePepper Technologies Inc. is a global provider of enhanced wireless service applications for the wireless industry. BPT focuses in providing intuitive, best-in-class solutions with rapid implementation that fully integrated to existing infrastructure.

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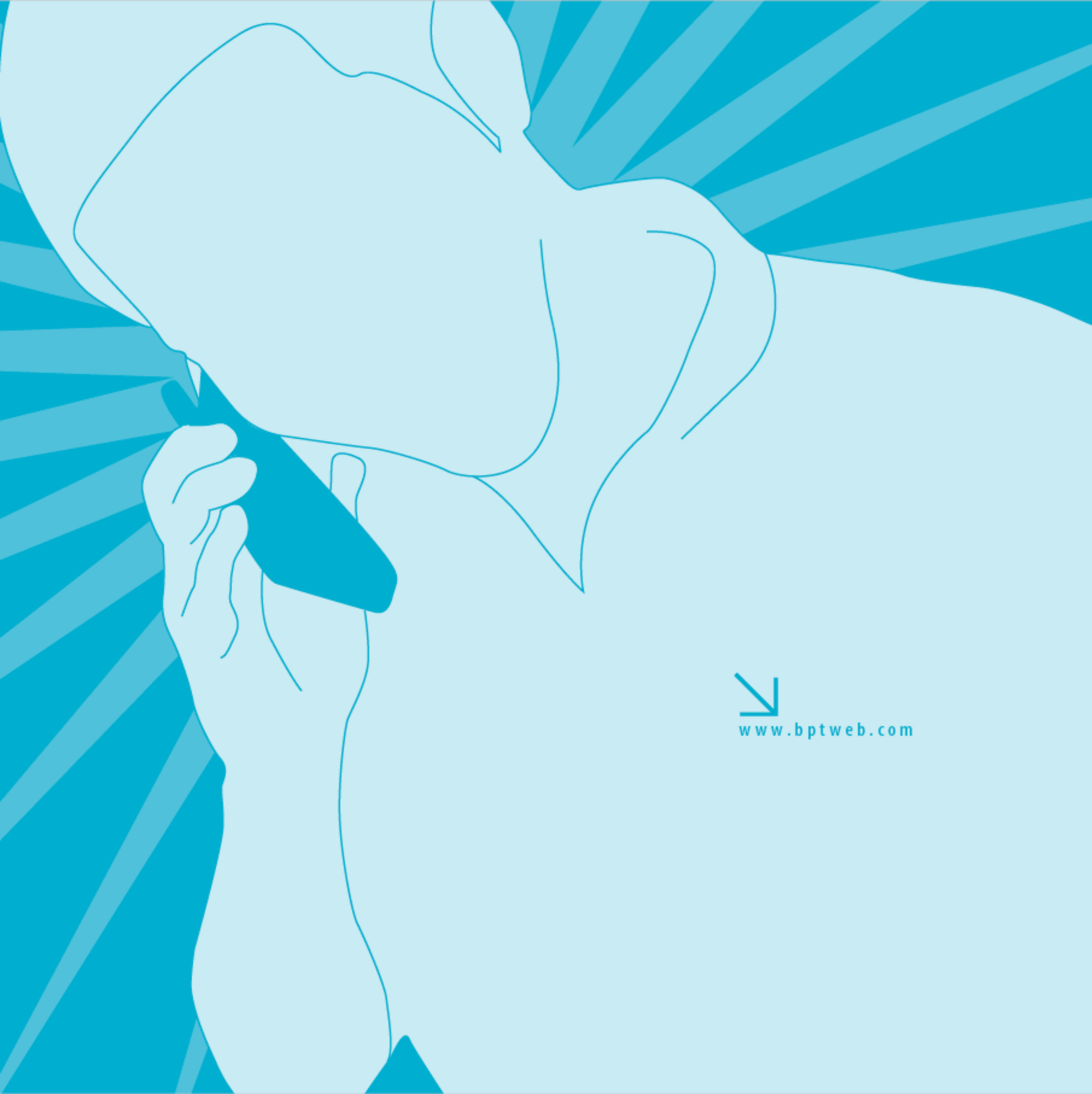
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**Next generation  
value added wireless  
applications of  
tomorrow for all  
your subscribers  
today!**



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