

News Release

FOR IMMEDIATE RELEASE

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MOBILE AUTOMATION AND STARFISH SOFTWARE PARTNER FOR DELIVERY OF DATA SYNCHRONIZATION

Partnership Extends Mobile Lifecycle Management with Mobile Device Synchronization

Westlake Village, Calif.—October 8, 2002—Mobile Automation Inc., a leading provider of Mobile Lifecycle Management Software, today announced it has partnered with Starfish Software Inc., a leading provider of SyncML data synchronization and connectivity solutions, to offer TrueSync software to Mobile Automation customers.

The partnership will give Mobile Automation's enterprise customers the ability to deploy Starfish's TrueSync Plus desktop-based synchronization software as part of their Mobile Lifecycle Management Suite. Enterprise administrators will now be able to automate the installation and configuration settings of TrueSync Plus for the synchronization of corporate calendar and contact data to Palm OS and Pocket PC devices—with minimal end user intervention.

This unified approach to synchronization and mobile lifecycle management will permit enterprise organizations to standardize on one overall Personal Information Management (PIM) synchronization platform, which will decrease security risks, including the risk of corporate data being accessed with unauthorized handheld devices. Additionally, because TrueSync Plus uses a patented multi-point synchronization process, corporate users can synchronize multiple devices to corporate data with one click, reducing the support costs associated with using several different synchronization solutions.

“Our partnership with Starfish encourages enterprise customers to take a unified approach to managing all of their mobile devices, from smart phones, to PDAs, to laptops. The agreement will position us as a leader in the Mobile Lifecycle Management space for enterprise customers and allow us to gain visibility with wireless phone carriers as the partnership progresses,” said Douglas Neal, president and CEO Mobile Automation Inc.

“We look forward to working with Mobile Automation to provide a comprehensive, best of breed solution to enterprises,” said Ms. Gregg Armstrong, president and CEO of Starfish. “Enterprise IT managers demand integrated solutions that seamlessly combine comprehensive data synchronization with robust device management, and this partnership offers just that. By adding TrueSync Plus to Mobile Automation's Mobile Lifecycle Management Suite, enterprises have one more convenient way to keep their corporate data synchronized.”

Starfish and Mobile Automation will showcase their integrated solution at the Microsoft Exchange Conference in Anaheim, Calif., October 8th-11th, 2002.

(More)

About Starfish Software Inc.

Starfish (www.starfish.com) offers mobile solution providers the smartest way to deploy end-to-end Managed Mobility™ solutions using its market-leading TrueSync® data synchronization, device management and Simplify® connectivity management platforms. Wireless carriers, device manufacturers and software infrastructure and application vendors rely on Starfish because of its proven technology, expertise and ability to deliver. Founded in 1994, Starfish is an independent wholly owned subsidiary of Motorola (NYSE: MOT) and a founding sponsor of the SyncML Initiative.

About Mobile Automation, Inc.

Mobile Automation develops mobile lifecycle management solutions that extend the reach of traditional LAN-focused IT organizations to include user management on WAN and wireless networks. Founded in April 1997, Mobile Automation, Inc. provides award-winning tools for centrally managing software distribution, application self-healing, asset inventory and remote control functionality on all key mobile platforms. These platforms include all Windows OS for PCs, and Windows CE, Palm OS and Blackberry for handheld devices. For more information please visit [http:// www.mobileautomation.com](http://www.mobileautomation.com).

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