



Scanbuy Adds 'Scan & Send' Feature for Camera Phone Users to Access Content without Using the ScanLife Application

New feature is compatible across all carriers and with commonly used mobile barcodes including Datamatrix, EZcode, QR and UPC/EAN

New York, NY – February 4th, 2010 – Scanbuy, Inc., the global leader in mobile barcode solutions, today announced that it has added a new feature to its service called “Scan & Send” which connects a camera phone to the ScanLife barcode system without needing to use a mobile application. Millions of people around the world already have ScanLife on their device which automatically converts a standard camera phone into an all-in-one barcode scanner. Now, someone without the application can snap an ordinary picture of a ScanLife enabled barcode, send it to the ScanLife system, and receive the associated content back to the phone.

The ScanLife platform allows marketers and media publishers to connect their traditional assets to digital content through barcodes and the camera phone. These codes can be placed on magazine ads, packaging, and other media to immediately connect mobile phone users to specific information like product reviews, movie trailers, health treatment tips and more. This prevents people from needing to type long URL's or spend time searching for relevant information.

The Scan & Send system can be used through any mobile operator and recognizes commonly used 2D barcodes like Datamatrix, EZcode and QR, plus an autofocus camera can send regular 1D barcodes like UPC or EAN which are found on packaging. A code is sent by mobile email to scan@scanlife.com and the Code Management Platform matches the image to specified content, like a video or retail price comparisons, which is sent back to the phone in seconds. The user will also be given an option to download the free ScanLife software to make decoding easier and faster in the future.

“Our technology is being deployed around the world, and this feature will give our customers another way to connect virtually any new camera phone to their digital content,” said Jonathan Bulkeley, Chief Executive Officer of Scanbuy. “Our users clearly prefer the seamless experience that is found with a ScanLife enabled device so we are working diligently with our mobile operator and handset partners to make the app a standardized feature.”

Leading mobile operators, like Sprint™, have already been building the interoperable ScanLife application into all compatible camera phones. The application has significant benefits for the user over the Scan & Send option; it launches the associated content with one-click in a matter of seconds, it saves a history of scans, and it allows auto-focus cameras to read UPC codes to provide product price comparison information. The app is openly available to all major operating systems including Android, BlackBerry, iPhone, Java, Symbian and Windows, and it can be downloaded from all major download portals or by going to www.getscanlife.com on the mobile Web browser.

Business of any size can generate their own codes from the ScanLife Code Management Platform, (www.scanlife.com) which can also be used to generate personal codes that link to social networking profiles or contact information.

About Scanbuy, Inc.

Scanbuy is the leading global provider of mobile barcode solutions that use the camera phone as the link between the physical world and the digital world. The ScanLife solution consists of a multi-barcode reader application and an interoperable Code Management Platform. The

technology has been successfully deployed and supported by leading mobile providers and handset manufacturers in North America, Latin America, Western Europe, and Asia. Media companies and marketers use the solution to create and manage measurable mobile barcode campaigns, extending brand engagement onto mobile devices.

Scanbuy has the largest and oldest patent portfolio of any company in the industry, with over 30 patents granted covering the entire solution. The company's investors include Motorola Ventures, Masthead Venture Partners and Hudson Ventures.

For more information on Scanbuy, please visit www.scanbuy.com or www.scanlife.com.

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