

# Press Release

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## BLUESPAN SELECTS YOUNG & RUBICAM AS INTEGRATED MARKETING PARTNER

New Company Building Line of Consumer Monitor Systems

**Austin, TEXAS—November 2002**—Bluespan™, LLC, a leading company in the research and development of Radio Frequency Identification applications for consumer products, today announced it has engaged Young & Rubicam, Inc. (Y&R) as its integrated marketing partner. Y&R's team includes specialists from Y&R Advertising for creative and strategic planning, Brand Buzz for brand positioning and grass roots marketing and Burson-Marsteller for public relations. Work is expected to debut in the second half of 2003.

"Y&R is proud to be partnering with Bluespan as they move forward to create awareness in radio frequency technology. Bluespan has clearly shown the vision and the business practices that bring them to the forefront of this technology. We're thrilled to be working with them on their integrated communications initiatives and look forward to them achieving much success in their endeavors," said Ed Ney, Chairman Emeritus, Y&R Advertising.

"We believe that business objectives should align with a common goal toward helping people solve real problems that impact their everyday lives," commented Bluespan Chief Executive Officer Robert Frank. "Our first product will give consumers the opportunity to monitor the ones they love. We are dedicated to be bringing this innovation to as many people as possible, which is why we have chosen the Y&R integrated network. They are clearly the leaders in strategic new product introduction and will work with us to grow awareness to the maximum level."



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Bluespan leverages Radio Frequency Identification (RFID) technology to create early detection systems designed to help consumers monitor the people they love and any items or properties that they want to track. Bluespan is working with Y&R to develop go-to-market advertising and marketing strategies for its LCTR Systems, including the Base unit/WristTag products that allow parents or guardians to monitor the whereabouts of children or dependents. Bluespan envisions applying RFID technology to create simple consumer devices that would gauge the location of keys, personal automobiles or rental cars in parking lot, and construction materials on large sites.

## About Young & Rubicam Inc.

Young & Rubicam is a world leader in commercial communications — a network of preeminent companies in advertising, perception management and public relations, brand identity and design, direct and database marketing and health care communications. Headquartered in New York, Young & Rubicam ranks among the world's leading consolidated marketing communications companies, and is a member of the WPP Group. Young & Rubicam boasts such clients as the Ford Motor Company (Lincoln-Mercury, Jaguar and Land Rover), Sony, Colgate-Palmolive, Accenture, AT&T and Danone.

## About Bluespan

Based in Austin, Texas, Bluespan's mission is to create new technology applications that improve people's everyday lives. Bluespan leverages Radio Frequency Identification (RFID) to create early detection systems designed to help consumers monitor the people they love and any items or property they want to locate. Bluespan uses its applied RFID technology to create practical products and simple solutions for consumers.

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