

For Immediate Release

Latitude Technologies Enjoys International Growth

Victoria, B.C. – August 20, 2003 – Latitude Technologies continues to enjoy significant success expanding its markets and increasing the Latitude Mobile Controller (LMC) install base. LMC products, including the general-purpose SkyNode LMC and proprietary devices developed and manufactured by Latitude for its business partners, are now providing reliable two-way mobile data communication in the air and on the ground from Newfoundland and Labrador to the Alaskan coast. Another significant milestone for Latitude, the first SkyNode LMC to be deployed in Europe is on-board a Convair 580 Air Tanker fighting forest fires in France.

In commenting on today's announcement, Mark Insley, President and Chief Engineer of Latitude Technologies, noted, "With hundreds of devices now installed and performing up to and beyond our customers' expectations, LMC products are becoming the solution of choice for air, ground and marine services requiring ubiquitous risk and location asset tracking." Mr. Insley was particularly pleased with the European SkyNode LMC deployment. "It was one of my proudest moments at Latitude, tracking the Convair as it headed out across the Atlantic. Our LMC products have now truly gone international."

Latitude Technologies Corporation is based in Victoria, B.C. Latitude was founded in 2001 by Mark Insley with the mission of developing and marketing TCP-IP based telematics equipment, particularly for the management of risk and location of critical assets. For more information on Latitude Technologies, contact Mark Insley at 250-888-4475 or mark.insley@latitudetech.com. For more information on today's announcement, contact Mr. Insley or contact Peter Parrish of *The Signal Group* at 604-329-8476. Visit Latitude Technologies online at www.latitudetech.com.

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