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MobileCierge Teams with CTIA to Bring Attendees World's First Mobile Personal Assistant Service for Free

***MobileCierge Service to Make CTIA Experience
More Productive, Enjoyable and Worry-Free***

CTIA WIRELESS 2007, ORLANDO, FL - March 27, 2007- MobileCierge, the leading provider of Mobile Personal Assistance services and Noel Group member company, today announced that it will offer its Mobile Personal Assistance (Mobile PA) service for free to all CTIA Wireless 2007 conference attendees in Orlando, Florida from March 27-29, 2007. CTIA Wireless is the world's largest technology event dedicated exclusively to wireless, broadband convergence and mobile computing technologies.

MobileCierge is a live service that provides mobile users with personal, travel, medical and emergency assistance 24-hours a day. CTIA attendees can use MobileCierge to coordinate meetings, organize transportation, find lost luggage, or book last-minute reservations at a restaurant, hotel or event. CTIA attendees are encouraged to use MobileCierge to help make their overall experience at the conference more enjoyable and hassle-free.

"CTIA offers attendees tremendous opportunities to network with wireless industry professionals from around the world," said Jim Flavell, senior vice president at Noel Group. "We have teamed up with CTIA to help attendees get the most out of the conference and experience the power of having a 'mobile hot button' at their fingertips. Every attendee will have a Mobile Personal Assistant awaiting their call - whether they need help arranging a meeting with an important business associate or want access to a special event while staying in Orlando - MobileCierge is just one touch away. We know that time is at a premium during this conference and MobileCierge can help attendees make connections, organize events and simplify travel so that everyone can relax and enjoy the show."

CTIA attendees can use MobileCierge at no charge throughout the show by downloading Pocket Express™ from Handmark® at www.PocketExpress.com, (through a desktop or mobile browser) or by visiting the Handmark CTIA booth #1215, where representatives will be on hand to help attendees download the service. Attendees can also call 1-877-CIERGE1 and speak to a live representative to use the free service by identifying themselves as a CTIA attendee.

"The service can provide CTIA attendees with the same assistance we bring to wireless carriers and their mobile subscribers everywhere, including arranging transportation while traveling, helping access tickets for special events, or locating difficult to find products," added Flavell. "Our emergency medical service can also help attendees locate a doctor to get prescriptions filled locally or to make a medical appointment if someone becomes sick. MobileCierge fills the gap between 411 and 911 assistance services."

MobileCierge includes the following services:

Personal Assistance – Live concierge professionals can provide restaurant referrals and reservations, access to tickets for important events and activities, expert help locating hard-to-find products and services, ground transportation coordination, door-to-door delivery coordination, and event/meeting reminders.

Travel Assistance – Expert travel representatives can book flights, make hotel reservations, arrange for a car rental, taxi or limo, and resolve transportation problems during travel. MobileCierge will find translator or interpreter services, help with currency conversion and offer worldwide travel advice.

Medical & Emergency Assistance – MobileCierge representatives have access to 700,000 screened medical professionals worldwide and can provide immediate physician and hospital referrals. The service can be used to locate a doctor, facilitate prescription refills or coordinate the immediate replacement of corrective lenses. Representatives can also arrange for roadside assistance, coordinate emergency evacuation, and communicate urgent messages to family and friends.

MobileCierge can be purchased as part of the Pocket Express Elite bundle for only \$9.99 per month or \$99.90 per year. Enjoy the impressive Pocket Express services such as live-breaking news, local weather forecast, and street level maps plus 24/7 MobileCierge personal assistance. MobileCierge can also be purchased directly from the Noel Group by dialing 1-877-CIERGE1.

About Noel Group

The Noel Group is a global services infrastructure, underwriting and real estate investment company that provides 24/7 assistance for its business-to-business customer service operations, concierge services, commercial real estate services, emergency travel services, personal assistance and travel medical insurance services. Noel Group member companies include MobileCierge (www.mobilecierge.com), a live 24 hour assistance service that is currently available through Handmark® Pocket Express™, including all Alltel subscribers. Other Noel Group member companies include MarineCierge, TravelCierge (www.travelcierge.com), MultiNational Underwriters and Compass Properties. The Noel Group also customizes personal care solutions to enable organizations to provide exceptional care for their customers and employees. Noel Group was established in 1985 and is the company that built Travel Guard International, the world's leading provider of travel insurance plans, emergency assistance and travel services. For more information about the Noel Group visit www.noelgroup.com.

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