

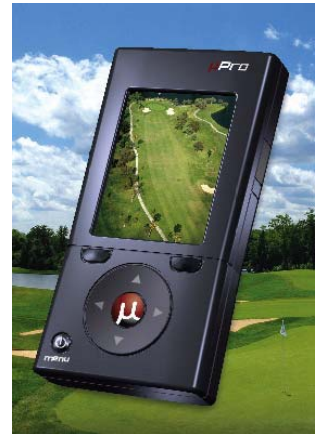
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uPlay selects u-blox GPS chip for the innovative uPro™ golf rangefinder

CARLSBAD, Calif. — uPlay, LLC has chosen a GPS chip developed by u-blox, the leading Swiss provider of GPS receiver technology, to power the uPro, its innovative golf rangefinder.

uPlay's uPro is a very compact and technologically advanced golf rangefinder. With aerial photography, video flyovers, a high resolution color display and game enhancing patent-pending technology like SmartView™, the uPro is the ultimate game improvement device for golfers. The uPro delivers excellent sensitivity and satellite tracking while maintaining a size that is roughly half that of competing devices. The uPro's advanced hardware will also allow the introduction of additional state of the art features in the future such as scorekeeping, shot tracking and voice navigation.



"It was our goal to develop a golf GPS device with the most advanced features in an unprecedented compact size" said Joseph Balardeta, President of uPlay. "With u-blox's state of the art GPS technology, we were able to achieve these goals and deliver outstanding sensitivity, tracking and accuracy."



"With uPlay choosing our u-blox 5 GPS technology for their new golf ranger and navigation device the performance of our technology finds confirmation in another mass-market application," says Wade Files, Regional Sales Manager at u-blox.

"The GPS accuracy and low-power consumption of our chipsets makes u-blox the ideal partner for such an innovative handheld device as the uPro."

One of the outstanding features of the uPro is Pro Mode™. In Pro Mode™, uPlay's patent pending SmartView™ technology automatically generates the proper views of the course based on a golfer's current location and updates those views appropriately as you move on the golf course. Three different views allow the player to plan out the perfect shot. Unlike other GPS units or lasers, Pro Mode™ gives a golfer all the distances he needs all in one screen. Scale accurate measurements are used to measure to and from any point on the golf course, even the outskirts of the rough.

"The uPro is setting a whole new standard for GPS products" said Balardeta. "We believe the uPro's breakthrough design and advanced technology will revolutionize the golf rangefinder industry and make it an indispensable part of the game."

For more information on the uPro, please visit www.uprogps.com.

About uPlay

Headquartered in Carlsbad, Calif., uPlay is focused on delivering innovative world-class electronic products that enhance the golfer's playing experience. With more than 25 years of semi-conductor and systems design experience, uPlay is setting a new standard in GPS technology. For more information, please visit www.uplaytech.com.

About u-blox

u-blox is an international company headquartered in Switzerland and listed on the Swiss stock exchange under ticker symbol UBXN. u-blox has subsidiaries dedicated to sales and customer services in the USA, Singapore and Hong Kong and additional representative offices in China, Taiwan, Korea and Japan. Founded in 1997, u-blox develops leading positioning technology, products and services based on Global Navigation Satellite Systems (GNSS), including GPS and Galileo, for the automotive and mobile communications markets. For more information, please visit www.u-blox.com.

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