

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."

