

December 11, 2006

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554



Dear Chairman Martin:

As a Houston resident who lived through the panic and chaos of Hurricanes Katrina and Rita, I appreciate your quick action in forming the Commercial Mobile Service Alert Advisory Committee to recommend standards and protocols for transmitting emergency alerts to 21st Century communications devices.

Under your leadership, I am certain that the Committee will explore all communications options and wanted to bring cellular-based emergency broadcast systems to the Committee's attention. The nation's existing communications infrastructure is already equipped to handle cell broadcast technology, which is currently operational in Asia, Europe and the Middle East.

On November 29, 2006, in Houston, an impressive audience of emergency managers, representatives of several cellular carriers, the City of Houston and the City of New York received a briefing by the Department of Homeland Security/Federal Emergency Management Agency on its pilot program, Integrated Public Alert and Warning System.

At that time, Houston-based CellCast Technologies conducted its second demonstration of cell broadcast proving the viability of cell broadcast on our nation's existing communications infrastructure. The first cell broadcast demonstration was performed in Appleton, Wisconsin; Einstein Wireless is planning to offer cell broadcast to its customers in the next month.

We respectfully request that this letter and the attached news release be submitted to the Committee at the Tuesday, December 12, meeting. Also, we would like to invite the Committee for a cell broadcast demonstration at our secure, underground facility in Houston, which has hosted several Federal Executive Board meetings.

Thank you for your consideration of this request to ensure the Committee is fully informed on all options available to communicate with American citizens facing a terrorist or natural disaster.

We look forward to working with you and this prestigious Committee of industry leaders.

Respectfully,

Paul Klein
Chief Operating Officer

Cc: Members of the FCC Commercial Mobile Service Alert Advisory Committee

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CELLCAST TECHNOLOGIES APPLAUDS NEW FCC COMMITTEE AND URGES QUICK ADOPTION OF EMERGENCY ALERTS ON CELL PHONES

HOUSTON (December 7, 2006) -- CellCast Technologies, the nation's leading company on revolutionary cellular-based emergency broadcast systems for government entities to use with citizens and agencies, applauds yesterday's Federal Communications Commission announcement of the Commercial Mobile Service Alert Advisory Committee.

"We are looking forward to working with the committee members in bringing emergency alerts to cell phones so lives can be saved when facing a natural or man-made disaster," said Paul Klein, Chief Operating Officer of CellCast Technologies.

The Committee's purpose is to develop and recommend technical standards and protocols to facilitate the voluntary transmission of emergency alerts by commercial mobile service providers by October 12, 2007, as stated in the new Warnings, Alerts and Response Network Act, dubbed the WARN Act.

"While we are certain that the Committee will examine how to utilize all mobile devices to alert citizens of an impending threat, we urge the Committee to immediately review and adopt cell broadcast technology," said Klein. "The nation's technological infrastructure for cell broadcast is already in place and no new development is necessary for immediate activation. All that is required is for the networks to enable the feature which grants access to CellCast's Secure Management System. We will certainly make our pilot programs available to the Committee for study."

CellCast has already demonstrated in the United States that life-saving cell broadcast technology is viable and can be immediately activated based on our nation's existing technology infrastructure.

Klein added that a government entity can transmit an alert to an unlimited number of cell phones using existing "bearer service" that is largely unused by the cellular networks. This can be done without placing additional demand on normal cellular operations.

Asian, European and Middle East countries are using cell broadcast to warn their citizens of potential threatening situations. The European Union has launched cell broadcast, and South Korea became the first Asian country to turn on a nationwide cellular emergency broadcast system. Turkey is using cell broadcast for civic and emergency purposes.

CellCast Technologies is a privately held company based in Houston. It offers a revolutionary cellular-based emergency broadcast system for national, state and local government entities, and commercial revenue-generating resale programs for non-emergency cell broadcast applications. Visit www.cellcastcorp.com

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