



Key spokespeople

Marty Hilsenteger, co-founder and CEO

Marty Hilsenteger graduated from the University of Calgary in 1986 with a Bachelor of Commerce degree. He spent the next three years working in the Toronto offices of accounting firm Ernst & Young while attaining his CA designation.

In 1993, Marty returned to Calgary to take up the position of controller with Canada Campers. In 1996, he took the same job at Westcoast Gas Services and was later promoted to director, operations. In 1998, he started his own company, which he took public in 2000. This company produced the first automotive section produced by the *Globe and Mail* in Canada, supplemented with a comprehensive website. This model was later sold and implemented by the *Irish Times* and London's *Evening Standard*.

Marty also co-founded an industrial electrical contracting firm in 1995. This company was listed as one of Alberta's fast 50 in 2007 with sales in excess of \$60 million. Other companies he has co-founded include a very profitable gaming company as well as a trucking operation and a development company.

Singletouch has been his primary focus since the company began commercial operations in 2005. Marty is CEO of Singletouch and lives in Phoenix, AZ. His plans are to build the U.S. market and then expand the company into Europe and Asia over the next three years. Marty is married to Kathy and they have three children.

Scott Sheppard, president

Scott attended the University of Calgary and graduated in 1998 with a Bachelor of Science degree in geography, with a focus on geographical information systems. He worked for a short time as a GIS analyst before attending Southern Alberta Institute of Technology for a computer programming course. He graduated with honours and began working with Singletouch in February 2000.

Scott has worked on many projects at Singletouch and has designed and built much of the technology being used today. Over the course of his eight years with the company, he has moved from software developer, to chief operating officer, to president of Singletouch Canada Inc. During his time with Singletouch, Scott has successfully implemented the software at three electrical contractors. Scott took an ownership role in the company in 2007.

Media and analysts contact:

Linda Forrest
inmedia Public Relations Inc.
Tel: 613 234 7227 x234
Email: lforrest@inmedia.com

Francis Moran
inmedia Public Relations Inc.



Tel: 613 234 7227 x224

Email: fmoran@inmedia.com

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