

PRESS RELEASE

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ABSY.OTO

AbsoluteSKY Retains In Touch Media Group to Grow Online PR and Brand Awareness

MONTREAL, July 5, 2006 /PRIMEZONE/ -- AbsoluteSKY, Inc. (ABSY.OTO) has announced that it has engaged In Touch Media Group, Inc. (ITOU.OB), a leading online marketing and Internet public relations firm, to provide the Company with services that will increase brand awareness for its superior RFID-based (Radio Frequency Identification) product suite.

AbsoluteSKY (www.AbsoluteSKY.ca) specializes in providing cutting edge RFID product solutions to the specialty retail market. By integrating multiple software and hardware technologies, AbsoluteSKY provides retailers with real-time item-level inventory tracking throughout the supply chain. As a result, retailers can increase inventory turns, virtually eliminate missed sales, dramatically enhance productivity and gain extensive real-time control over loss prevention.

“In Touch Media Group is broadly recognized as being at the forefront of Internet marketing and public relations,” said John Frabasile, AbsoluteSKY’s President and CEO. “We have complete confidence in their ability to raise AbsoluteSKY’s brand awareness and to implement an effective online marketing campaign on our behalf.”

Laura Betterly, CEO of In Touch Media Group (www.intouchmediagroup.com), said, “We look forward to developing an Internet branding and marketing strategy for AbsoluteSKY. The Company’s RFID-based product suite is clearly head and shoulders above anything out there in the market today, and we will highlight its superiority to retail chains in North America and around the world.”

About AbsoluteSKY:

AbsoluteSKY, Inc. (ABSY.OTO) specializes in the design, development and implementation of Radio Frequency IDentification (RFID) technology that provides individual item-level inventory tracking for retail customers. Based in Montreal, Quebec, the Company’s business model combines strategic, creative and technical skills to deliver solutions that help its clients achieve their business objectives through the use of AbsoluteSKY’s breakthrough technology and extensive knowledge of their business operations. For more information visit: www.AbsoluteSKY.ca.

About In Touch Media Group:

In Touch Media Group, Inc. (ITOU.OB) is an Internet marketing and public relations firm that specializes in generating brand awareness, driving website traffic, and delivering customers to its business clients. Based in Clearwater, Fla., the company employs online market research to dramatically increase the effectiveness of online news article campaigns, search engine advertising, targeted publicity, and strategically placed website advertising. For more information, please visit www.intouchmediagroup.com.

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AbsoluteSKY's Safe Harbor Statement

Except for any historic information contained herein, the matters discussed in this press release contain forward-looking statements that involve risks and uncertainties, which are subject to section 27A of the Securities Act of 1933 and section 21E of the Exchange Act of 1934, and are subject to safe harbor created by these sections. Any statements that express or involve discussions with respect to predictions, beliefs, plans, projections, objectives, goals, assumptions of future events or performances are not statements of historical fact and may be "forward looking statements". Forward looking statements in this release may be identified through the use of such words as "expects", "anticipates", "estimates", "believes", or statements indicating certain actions "may", "could", or "might" occur. Actual results, performance or achievements could differ materially from those anticipated in such forward-looking statements, which involve numerous risks and uncertainties, including the Company's ability to market its products and services in a competitive environment as well as other factors.