



PRESS RELEASE

FOR IMMEDIATE RELEASE

OTO: ABSY

AbsoluteSKY Heads to NRF 2008 with New Product Features and a Growing Order Book

(Montreal, December 10, 2007.) –AbsoluteSKY, Inc. (OTO:ABSY), developer of the intelliTRACKER™ Inventory Tracking solution, will be heading to the National Retail Federation’s 2008 Show in New York this January with a range of new product features, a growing order backlog and substantial sales funnel, the Company announced today.

“We’ve made remarkable headway since this time last year,” stated AbsoluteSKY’s John Frabasile, President and CEO. “Last year we were introducing our product for the first time publicly. One year later, intelliTRACKER™ has achieved customer acceptance and is reliably producing accurate results in a store installation. We are also sitting on a growing order backlog, preparing for roll-outs, with a more-than-solid sales funnel. Needless to say, we’re very proud of what is being achieved – and this is only the beginning.”

The Company highlighted that its sales backlog is building solidly with aggregate orders anticipated to surpass \$1 Million soon into the New Year backed by a qualified sales funnel of well over \$110 Million.

Beyond the core intelliTRACKER™ product suite, which already delivers accurate inventory tracking at the item level in real-time, the Company will be demonstrating several new powerful features at NRF, such as:

- “tamper alert”, a loss prevention feature, that immediately issues an alert when a tag affixed to an article is being compromised or removed illegitimately. The intelliTRACKER™ application uses this alert to immediately notify key personnel (e.g. sound, e-mail, cell call etc), record the event (e.g. article, location, timestamp, picture) and change the inventory status of the item accordingly.
- “product suggestion”, a customer service feature, that suggests accessories, colors or styles to clients in fitting rooms in relation to the tagged item they are trying on.
- “enhanced zoning”, that provides item-level inventory location and status down to the rack level, again dynamically and in real-time.

About AbsoluteSKY, Inc.

AbsoluteSKY, Inc. (OTO:ABSY) specializes in the design, development and implementation of Radio Frequency IDentification (RFID) based technology solutions

that provide real-time item-level inventory tracking for retail customers. Based in Montreal, Canada, 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.

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.

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