



## PRESS RELEASE

FOR IMMEDIATE RELEASE

OTO: ABSY

### **AbsoluteSKY on Track for 2008: Receives Fujitsu Order and Scores Major Success at NRF**

**(Montreal, January 24, 2008.)** –AbsoluteSKY, Inc. (OTO:ABSY), has started off 2008 with a bang, according to company officials, and is well on its way to realizing its business projections and customer commitments for the year.

The Company actively demonstrated its intelliTRACKER™ Inventory Tracking solution as part of the Fujitsu Transaction Systems exhibit at the National Retail Federation's 2008 Show held in New York January 14-15. On the first show day, strategic partner Fujitsu announced a follow-on order from STAPLES Business Depot to equip four additional stores with AbsoluteSKY's intelliTRACKER™ system that the parties will be implementing over the next several weeks.

Meanwhile, the intelliTRACKER™ product suite again drew tremendous interest from a wide range of large, national and international retailers in demonstrating accurate, closed-loop, item-level inventory tracking in real-time while boasting new product features that include:

- Product Suggestion – a module that automatically provides accessory or alternate product suggestions related to the article the customer is handling on the selling floor, in the fitting room or at self-serve kiosks, and
- Enhanced Loss Prevention – wherein the system issues real-time alerts (audible alarms, e-mail or phone messages, etc) when an intelliTAG™ is subjected to tampering or illegitimate removal, or when a tagged item improperly leaves the store, or enters or leaves prescribed zones. As well as being logged, the alerting information includes the time stamp, description of the article and, if desired, a captured image of the incident.

“As anticipated, it was a very busy and successful show for us,” stated AbsoluteSKY's John Frabasile, President and CEO. “We are definitely on the map in retail and have returned with a significantly enhanced sales funnel that bears customer opportunities from across the international retail spectrum.”

#### **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](http://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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