Spot Inc. and Les Stroud to Promote Outdoor Peace of Mind With Spot - The World's First Satellite Messenger

STROUD TO EDUCATE AND RAISE AWARENESS OF REVOLUTIONARY PRODUCT DESIGNED TO INCREASE SAFETY FOR MILLIONS OF OUTDOOR ENTHUSIASTS AND CONSUMERS

MILPITAS CA, December 11, 2007 – SPOT Inc. today announced they have partnered with outdoor survival expert Les Stroud, host and producer of the television show Survivorman, to educate others on the benefits of the SPOT Satellite Messenger. SPOT is a revolutionary product that is designed to raise the safety factor for the hundreds of millions of people around the world who spend time in the outdoors – whether for recreation, work or daily life.

“I have been in almost every situation imaginable across the globe and no matter your experience, things can happen and you need to be prepared.” said Les Stroud, filmmaker and host of Survivorman. “Whether you are 50 miles deep in harsh backcountry or stranded roadside in a remote location when your car fails, SPOT offers emergency assistance and a way to check in with others when and where it’s needed.”

At just over 7 ounces in weight, SPOT is ideal for hikers, backpackers, hunters or any outdoor enthusiasts. Incorporating both GPS and commercial satellite technology that provides coverage far beyond that of cellular phones, SPOT features four function keys that transmit messages based on varying levels of need:

- **Alert 9-1-1** notifies emergency responders of your GPS location
- **Ask for Help** sends a request for help with your location to friends or family
- **Check In** lets contacts know where you are and that you are okay
- **Track Progress** sends and saves your location and allows contacts to track your progress using Google MapsTM

Canadian born outdoor adventurer, filmmaker and musician, Stroud is best known for his acclaimed international television survival show, Survivorman. Stroud has more than 20 years experience as a naturalist and outdoor adventurer and instructor in survival, white water paddling, sea kayaking, hiking, dog sledding and winter travel.

“When designing SPOT, we focused on the needs of those who spend a considerable amount of time in the outdoors,” said Darren Bassel, Director of Marketing for SPOT Inc. “SPOT is a unique new product offering a communication life-line to others and we are proud to be working with Les. He is the ultimate outdoorsman who’s built a career based on his mission to survive in harsh elements and live to tell about it. He is the perfect partner for SPOT.”

SPOT is preparing to launch an awareness campaign featuring Stroud beginning in mid December. Stroud has agreed to support SPOT with his endorsement in television, photo opportunities and public appearances for 2008 including the annual Shooting, Hunting and Outdoor Trade (Shot) Show in Las Vegas on February 2-5, 2008. Stroud will be featured in an upcoming SPOT television commercial beginning the week of December 10th, which will be aired on ESPN, CNN and Outdoor Life Network.

Pricing and Availability
SPOT Satellite Messenger is now available through National Outdoor Retailers and through SPOT Inc.’s Web site, www.findmespot.com. The SPOT Satellite Messenger is priced under US $170 with annual service fees at US $99.99. Optional features including automatic tracking service (SPOTcasting) and extraction service for countries or regions with non-responsive emergency services can be added at an additional cost.

Coverage SPOT works around the world, including virtually all of North America, Europe and Australia, portions of South America, Northern Africa and Northeastern Asia, or hundreds or thousands of miles offshore of these areas.

For more information on how SPOT Inc. is helping users live to tell about itTM with the SPOT Satellite Messenger device, visit www.findmespot.com . Learn more about survival expert Les Stroud at http://www.lesstroudonline.co

m/