



**News Release**  
For immediate release

Trading Symbol: XCT

## **Cell-Loc Location Technologies Reports Q2 Financial Results**

**CALGARY, AB, AUGUST 28, 2008** - Cell-Loc Location Technologies Inc. (TSX-V: XCT), reports that the Company comes closer to positive cash flow as its quarterly loss continues to decrease. Reported loss for the three months ended June 30, 2008 is \$1.09 million or \$0.03 per share.

Billings for the quarter include renewals for 5,852 vehicles that had been installed in the previous year. Due to the fact that the renewals do not have any incremental costs associated with the billing, the gross margin for the quarter is 91%.

The total number of beacons in service in the São Paulo network has remained flat at approximately 41,000. To date, the Company's technology has resulted in the recovery of 1,043 vehicles insured by Itaú Seguros. This results in a reduction in loss reimbursements for the insurance company of approximately \$12.5 million, assuming an average value of \$12,000 per vehicle.

The financial statements along with management's discussion and analysis can be found on the Company's website ([www.cell-loc.com](http://www.cell-loc.com)) and on SEDAR ([www.sedar.com](http://www.sedar.com)).

### **About Cell-Loc Location Technologies Inc.**

Cell-Loc Location Technologies Inc. ([www.cell-loc.com](http://www.cell-loc.com)) is the developer of a family of network-based wireless location products that enable location-based services. Located in Calgary, Alberta, Cell-Loc currently develops, markets and supports its patented wireless location technology in North and South America and Asia, with a view to expanding globally. Cell-Loc is listed on the TSX Venture Exchange under the trading symbol: "XCT"

*Forward Looking Statements:* This news release contains certain information that may constitute forward-looking statements under applicable securities laws. The reader is cautioned that assumptions used in the preparation of such information, although considered reasonable by the Company at the time of preparation, may prove to be incorrect. Actual results achieved may vary from the results anticipated or implied herein and variations may be material. There is no representation by the Company that actual results achieved will be the same in whole or in part as those implied in any forward looking statements.

The TSX Venture Exchange has neither approved nor disapproved of the contents of this news release.

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For further information about Cell-Loc and the ongoing technology business, please contact:

**Sheldon Reid**  
President & CEO  
Phone: 403.569.5700

**Dave Guebert**  
Vice President Finance & CFO  
Phone: 403.569.5700