



Tour-Mate Mobile launches an innovative mobile solution for the real estate market

Consumers now have access to their own personal model home tour guide. All they have to do is dial.

Toronto, ON, January 22, 2008 – Tour-Mate Mobile, a new division of Tour-Mate Systems, in collaboration with Kimball Hill Homes, offer prospective home buyers a self-guided audio tour of several model homes in the Fieldstone development in Houston, Texas. As prospective homebuyers walk through the model homes at Fieldstone, they can easily access the audio tour that describes each home's unique features. They will also hear information about the community and its amenities, nearby shopping, schools and recreation – details important to the home buying decision.

The *Tour-Mate Mobile* tour of the Fieldstone model homes also allows prospective home buyers to listen to key information and sales points after hours. Buyers who would like to receive additional information or schedule a visit can leave a voice mail message that will be routed to a Kimball Hill sales consultant. Additionally, prospective homebuyers can revisit the tour by dialing in again long after they have finished their visit.

Tour-Mate Mobile focuses on the delivery of interactive audio experiences via a wireless platform. Using mobile phones, consumers now have access to their very own personal tour guide. *Tour-Mate Mobile* utilizes dynamic integrated voice response (IVR) technology, customized user interfaces, proprietary data logging software, and unique local or toll free access numbers. The *Tour-Mate Mobile* platform enhances the home buying experience by giving homebuyers a choice of when and how they hear important information about a prospective new home.

Sheldon Moore, Director of Communications, Kimball Hill Homes, said: "Tour Mate's new audio tour product for model homes opens a new avenue to allow homebuilders and Realtors to raise their property's profile with prospective purchasers. Available when the salesperson cannot be, this innovative system can

demonstrate compelling value to the shopper 24 hours a day." Kimball Hill Homes is one of the largest homebuilders in the United States with multiple sites across the country, with 19 communities in the Houston area, Kimball Hill Homes continues to open new, convenient locations, building on the 65-year tradition of the Hill family while leading the industry with innovative approaches to construction and community design. Kimball Hill Homes' adaptability is evident in their many floorplans, elevations, and expanded customer service programs like the one they are now offering at Fieldstone through Tour-Mate Mobile.

Neil Poch, President of Tour-Mate Systems Ltd. said: "Tour-Mate Mobile is a unique new service that supports Tour-Mate's transformation into a multi-platform audio service provider. We have the advantage of being able to offer a fully integrated audio experience including content creation." Kimball Hill Homes is one of the largest homebuilders in the United States with multiple sites across the country.

Tour-Mate Mobile is available as an audio messaging platform for home-builders, retailers, trade show exhibitors, and sports & entertainment market venues.

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Notes to editors:

About Tour-Mate Systems Inc.,

Headquartered in Toronto, Tour-Mate develops and markets self-guided audio tour systems for the interpretive market. We have installed systems in the United States, Canada, United Kingdom, Puerto Rico, Australia, China and Macao. Millions of visitors have experienced Tour-Mate audio tours in museums, art galleries, historic sites, zoos, aquariums, and botanical gardens. Our high quality, easy to use hardware and creative approach to content creation ensures that each visitor has a significantly enhanced visit experience. Tour-Mate has over 16 years of experience, including the provision of audio tours to museums such as the Art Gallery of Ontario, the Montreal Museum of Fine Art, the Vancouver Art Gallery, and the Corning Museum of Glass. Our commitment to customer service is second to none. For more information please visit: www.tourmate.com

What is a Mobile Experience?

Tour-Mate Mobile provides consumers with location based, interactive, on-demand audio experiences delivered via a mobile platform. Consumers finally now have access to additional information details, enhancing provided customer service and assisting customers in making informed purchases.