

Frost & Sullivan Lauds WindSpring's Flexible, Client-focused Technologies in the North American Navigation and Mobile Phone Market

Palo Alto, Calif. — September 11, 2006 — Frost & Sullivan selected WindSpring, Inc. as the recipient of the 2006 Technology Innovation Customer Value Enhancement Award in the North American navigation and mobile phone market.

The Award recognizes the company's introduction of the inventive WindSpring Mobile and WindSpring Gazelle products, both of which use WindSpring's patented Data Miniaturization Technology (DMT™) to transform large files into the Micro Data Format (MDF™).

The DMT technology used in WindSpring's products sets it apart from traditional methods of data compression, as it enables and ensures complete access and manipulation of data while miniaturized. Users can seek, search, edit, and view data in MDF without having to enlarge or decompress the content to its original size.

This distinctive capability aids faster data access and increased functionality for a large variety of applications. It enables WindSpring's customers to add more features to their products without upgrades in memory space.

By providing extra space and faster access speed through data miniaturization, WindSpring's multiple products resolve automakers' and suppliers' challenges of running real-time, embedded software applications with time-bound codes.

The products are uniquely suited for space-constrained environments such as personal and in-car navigation devices, mobile phones, smart phones, and PDAs.

DMT's inimitable advantages include being able to function without changing application code or data structure, increasing server and client storage capacity for application data, and lowering server loads. It also improves rotating-disk access speeds and reduces the impact of disk errors on data.

"WindSpring's software applications not only increase efficiency in miniaturized high-speed search and data retrieval, but also reduce total data transfer time by up to 90 percent," says Frost & Sullivan research analyst Nelay Banerjee. "This will help WindSpring's clients to retrieve more information in less time, which is paramount in the automotive sector because of space constraints and real-time needs."

"The company's focus on quality enhancement initiatives has led to the development of reliable and sophisticated products," notes Banerjee. "This level of product initiative and client-focused research support WindSpring's image as a supplier of cutting-edge and well-accepted technologies."

"Frost & Sullivan has proven itself to be one of the most innovative and forward looking of the global industry consulting firms," says Robert F. Mitro, WindSpring's Chairman and CEO. "We have been extremely impressed with the depth of analysis and rigor that was applied to the Award process, and are extremely honored and pleased to accept this prestigious Award."

Frost & Sullivan presents this Award to a company that has demonstrated the ability to expand the customer base, while maintaining its existing install base, with more innovative value creation and enhancement strategies than competing vendors. The Award recognizes the company's successful sales entry, customer acquisition, and service strategies, as well as the degree to which those strategies have met customers' needs and requirements.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About WindSpring, Inc.

Headquartered in San Jose, California, WindSpring's new, patented Data Miniaturization Technology (DMT) reduces the data footprint of large data files using a Micro Data Format (MDF) that enables the high-speed seek, search, edit and display of application data while stored in a loss-less miniaturized state. WindSpring products are ideal for space-constrained devices such as Personal Navigation Devices (PNDs), PDA's, mobile phones and Smartphones with internal memory limitations, used with Digital Mapping, Wireless and Mobile applications such as GPS navigation and remote computing, where large volumes of data often slow system performance and communications. For more information, please visit WindSpring at www.windspring.com.

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About Frost & Sullivan

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit www.awards.frost.com or www.mobilecomm.frost.com.

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