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Novatel Wireless Partners with ICG to Provide New Advertising Opportunities through Remote Digital Signage

Partnership Provides Wireless Connectivity for Innovative Marketing Applications

SAN DIEGO & LAKE FOREST, Calif., Jul 25, 2007 (BUSINESS WIRE) --

Novatel Wireless, Inc. (Nasdaq: NVTL), a leading provider of wireless broadband access solutions, today announced a strategic partnership with Internet Connectivity Group, Inc. (ICG), a worldwide leading solution provider in the wireless internet and digital media space. Together, the two companies are looking to bring media content to gas stations in the United States, Canada and Mexico.

ICG's digital advertising solution offers gas station owners and advertisers state-of-the-art content management, distribution and display technology for maximum impact.

"By working with Novatel Wireless our customers will eliminate the need to hardwire digital signage at the pump," said Kurtis Van Horn, president of ICG. "The Novatel Wireless infrastructure enables us to deliver the right content to the right location, based on demographics and geography. Our combined solution enables advertisers to recognize the highest ROI possible."

The ICG Mobile Media System(TM) leverages the Novatel Wireless Merlin(TM) PC720 EV-DO Rev A PC Card to provide a low cost and simple to use WWAN technology that is easy to deploy and manage. Future systems will include an option with a Novatel Wireless embedded module design.

"We are constantly looking at ways to enhance the value of our solution for our customers while offering station owners ways to increase revenues, decrease costs and create competitive advantages," said Van Horn. "The Merlin(TM) PC720 EV-DO Rev A PC Card provides high-speed connectivity to networks and allows for stronger network signal reception."

"ICG required a solution that would turn their unique market challenges into a competitive advantage," said Rob Hadley, senior vice president, worldwide sales and marketing at Novatel Wireless. "We look forward to working with ICG and see this partnership as an excellent opportunity to expand the functionality of Novatel's product offering."

ABOUT NOVATEL WIRELESS

Novatel Wireless, Inc. is revolutionizing wireless communications. The company is a leader in the design and development of innovative wireless broadband access solutions based on 3G WCDMA (HSDPA & UMTS), CDMA and GSM technologies. Novatel Wireless' Merlin(TM) PC Cards and ExpressCards, Expedite(R) Embedded Modules, MobiLink(TM) Communications Software Suite, Ovation(TM) Fixed Mobile Convergence Products and Conversa(TM) Software Suite enable high-speed wireless access. The company delivers innovative 3G solutions to operators, distributors and vertical markets worldwide. Headquartered in San Diego, California, Novatel Wireless is listed on NASDAQ: NVTL. For more information please visit www.novatelwireless.com. (NVTLG)

This release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995, as amended to date. These forward-looking statements involve risks and uncertainties. A number of important factors could cause actual results to differ materially from those in the forward-looking statements contained herein. These factors include risks relating to technological changes, new product introductions, continued acceptance of Novatel Wireless' products and dependence on intellectual property rights. These factors, as well as other factors that could cause actual results to differ materially, are discussed in more detail in Novatel Wireless' filings with the United States.

ABOUT INTERNET CONNECTIVITY GROUP, INC.

Internet Connectivity Group (ICG) offers innovative solutions that are ideal for the numerous digital signage, distance learning and retail networking applications worldwide. This coupled with landline replacement, land line, back up, portable networks, vehicle data connectivity, remote security/surveillance, and other machine-to-machine applications prove that they are on the cutting-edge of wireless connectivity. ICG is a privately held California Corporation headquartered in Lake Forest, California. For more information, please visit www.internetconnectivitygroup.com or call 888.849.4207.

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