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Iusacell First to Launch Novatel Wireless' MiFi 2200 Intelligent Mobile Hotspot in Latin America

First Mobile Network Operator to Offer MiFi in Mexico

MEXICO CITY & SAN DIEGO, Sep 22, 2009 (BUSINESS WIRE) -- Grupo Iusacell, S.A. de C.V. (BMV: CEL)(LATIBEX: XCEL) ("Iusacell"), the first provider of wireless cellular third generation services in Mexico with a national footprint and Novatel Wireless, Inc., (Nasdaq:NVTL) a leading provider of wireless broadband solutions, today announced that Iusacell will be the first mobile operator to launch the MiFi 2200 Intelligent Mobile Hotspot in Mexico.

MiFi represents a new offering of mobile broadband access for Iusacell, which supports a rich application environment for both enterprise customers and consumers. With MiFi, Iusacell customers can create a personal Wi-Fi cloud capable of sharing the reliability and high-speed Internet connectivity of the Iusacell 3G network, while using up to five Wi-Fi enabled devices such as laptops, MIDs, UMPCs, smartphones, cameras, gaming devices or portable media players simultaneously. An internal battery provides up to four hours of active use and forty hours standby on a single charge. MiFi 2200 also delivers unprecedented performance with upload and downlink speeds that meet or exceed those of traditional USB or cable modems.

"We are very pleased to be the first mobile network operator to launch MiFi in Mexico," said Gustavo Guevara, Director of Innovation for Iusacell. "This innovative device offers a host of capabilities supporting the growing demand for 3G mobile data products in Mexico. The introduction of MiFi strengthens our broad portfolio of mobile products, enabling us to provide customers a variety of robust solutions to meet their connectivity needs."

"With Iusacell's leading services and the freedom MiFi provides from Wi-Fi hotspots, Iusacell's customers will receive unprecedented functionality and access for their wireless devices anywhere there is a cellular connection," said Rob Hadley, CMO for Novatel Wireless. "We are very pleased to partner with Iusacell and look forward to continuing our relationship to deliver the most advanced wireless data solutions available for our combined customers."

ABOUT GRUPO IUSACELL

Grupo Iusacell, S.A. de C.V. (Iusacell)(BMV: CEL) is a wireless cellular and PCS service provider in Mexico with a national footprint. Iusacell offers more and better voice communication and data services through state-of-the-art technology, such as its new 3G network, throughout all of the regions in which it operates. In addition to its core mobile telephony services, Iusacell also provides a wide range of other telecommunications services, including long distance, wireless local telephony and data transmission services.

Grupo Iusacell is a Grupo Salinas's company (www.gruposalinas.com) a group of dynamic, fast-growing, and technologically advanced companies focused on creating shareholder value, contributing to build the middle class of the countries in which they operate, and improving society through excellence. Created by Mexican entrepreneur Ricardo B. Salinas (www.ricardosalinas.com), Grupo Salinas operates as a management development and decision forum for the top leaders of member companies. The companies include TV Azteca (www.irtvazteca.com), Azteca America (www.aztecaamerica.com), Grupo Elektra (www.grupoelektra.com.mx), Banco Azteca (www.bancoazteca.com.mx), Afore Azteca (www.aforeazteca.com.mx), Seguros Azteca (www.segurosazteca.com.mx) and Grupo Iusacell (www.iusacell.com.mx). Each of the Grupo Salinas companies operates independently, with its own management, board of directors and shareholders. Grupo Salinas has no equity holdings. However, 6 member companies share a common vision, values and strategies for achieving rapid growth, superior results and world-class performance.

Grupo Iusacell, S.A. de C.V. quarterly reports and all other written materials may from time to time contain statements about expected future events and financial results that are forward-looking and subject to risks and uncertainties. For those statements, the Company claims the protection of the corresponding laws.

ABOUT NOVATEL WIRELESS

Novatel Wireless, Inc. is a leader in the design and development of innovative wireless broadband access solutions based on 3G and 4G WCDMA (HSPA & UMTS), CDMA and GSM technologies. Novatel Wireless' USB modems, embedded modules, Intelligent Mobile Hotspot products and software enable high-speed wireless Internet access on leading wireless data networks. The Company delivers specialized wireless solutions to carriers, distributors, OEMs 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 Securities and Exchange Commission (available at www.sec.gov) and other regulatory agencies.

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