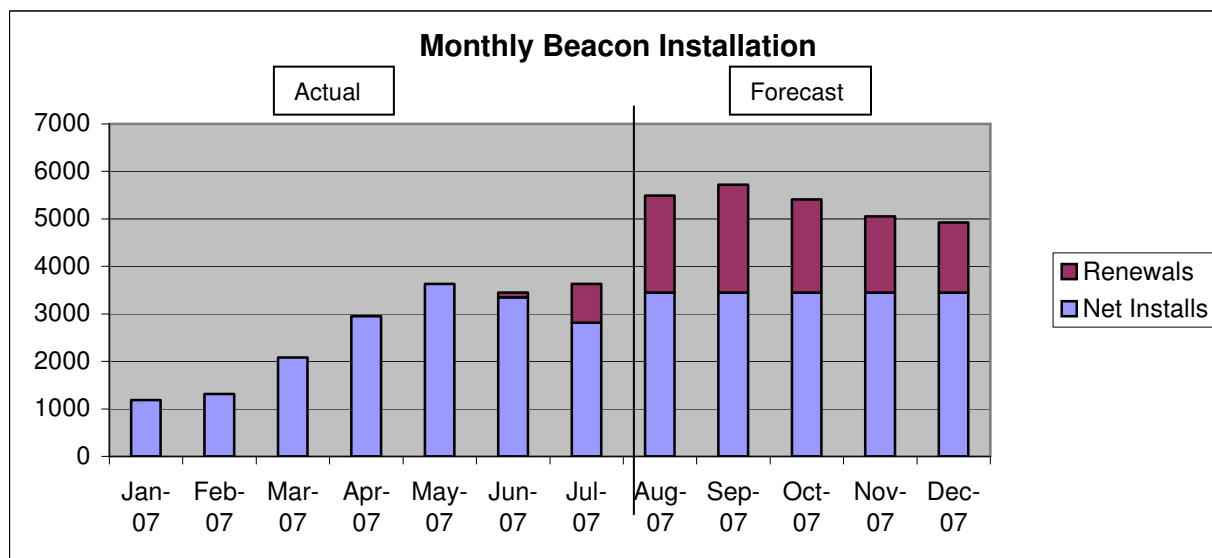


Cell-Loc Location Technologies Inc. Provides July Update of its São Paulo Activity

CALGARY, AB, AUGUST 15, 2007 – Cell-Loc Location Technologies Inc. (TSX-V: LTI), is pleased to report its Beacon installation results for the month of July. During the month, LTI's Brazilian subsidiary, X3 Telecomunicações e Equipamentos ("X3"), installed 3,349 Beacons (2,818 net of churned Beacons) in vehicles that are insured by its customer, Itaú Seguros. This brings the total number of Beacons in service in the São Paulo network to approximately 27,500. In addition, the current month billing includes renewal of the 816 Beacons installed during July 2006 making this the highest billing month to date. With renewals of 2043 beacons originally installed in August 2006, it is expected that the record will be eclipsed with August's billing.



X3 continues to be active assisting in the recovery of stolen vehicles by Itaú Seguros. To date, X3 has assisted in the recovery of 306 customer vehicles. Assuming an average value of \$12,000 per vehicle, this represents an estimated savings of \$3.7 million for Itaú Seguros.

About Cell-Loc Location Technologies Inc.

Cell-Loc Location Technologies Inc. (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: "LTI."

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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- 30 -

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