

Corporate Facts



BUSINESS SUMMARY

Founded in 2002, Global Trek Xploration (GTX Corp – OTCBB: GTXO) develops and commercializes miniaturized GPS transceivers that utilize GSM wireless cellular technology through their partnership with AT&T Wireless (formerly Cingular) to transmit location information over the internet to PCs, web enabled cell phones and PDAs. GTX Corp's Personal Location Services (PLS) suite delivers remote, continuous real-time oversight of loved ones and highly-valued assets.

On March 18, 2008, GTX Corp became a publicly traded company through a share exchange with Deas Resources Inc. Concurrently, GTX Corp completed an equity financing through a private placement of its common stock and stock purchase warrants for an aggregate amount of \$8 million. This influx of new capital provides GTX Corp. the ability to launch its unique, miniaturized GPS technologies on a global scale.

GTX Corp will enter into licensing agreements with the manufacturers of a variety of consumer branded products, embedding its GPS technology in theirs, or creating new products designed specifically for this purpose. This licensing model will enable GTX Corp to secure licensing fees as well as monthly subscription and advertising revenues for its 24/7 PLS monitoring service. Unlike one-way GPS navigation tools on the market today (typically found in cars), GTX Corp's technology is The Smart GPS 'round trip' real-time tracking and Personal Location Services solution.

The Company holds one patent and has ten new patents pending. With its ongoing commitment to protecting intellectual property the Company develops, GTX Corp is poised to advance within the broad GPS industry and the PLS space, representing an emerging \$8 Billion opportunity.

"DISRUPTIVE TECHNOLOGY"

The result of over five years of R&D efforts and \$3.2 Million invested, GTX Corp now holds its first patent for "Footwear with GPS" technology. The Xplorer Smart Shoe is the first commercially available product that seamlessly



GTX Corp's first technology application, the Xplorer Smart Shoe, is attracting interest from major footwear manufacturers.

embeds GTX Corp's gpVector™ module in standard footwear. The device calculates the exact location of the wearer in real-time using existing satellite arrays. All information is transmitted over the AT&T Wireless carrier network and is instantaneously available over a secure Internet protocol, accessible on a PC, cell phone, PDA or other web-enabled handheld devices. Subscribers can pinpoint the current location of the person wearing the shoes or review the history of the wearer's foot traffic displayed on an interactive Google™ map. The Company's GeoFence software enables guardians to receive automatic, proactive alerts, via a text message or email, should the wearer breach a pre-

STOCK INFORMATION

Business:	Personal Location Services
OTCBB Symbol:	GTXO
Share Price:	\$1.50 (3/17/08)
Shares Outstanding:	Approx. 36.0 Million
Market Cap:	\$54 Million
Fiscal Year End:	December 31st

defined, customizable address based geographical setting.

Approximately the size of a matchbox and weighing under 100 grams, GTX Corp's gpVector™ module is significantly smaller in size than most GPS locators in today's marketplace. The unprecedented miniaturization of GTX Corp's electronics is positioned as a "disruptive technology" in the GPS/PLS space. The Company's gpVector™ solution offers the hardware, connectivity back end support and web end portal package to equip any person with GPS functionality. In addition to the Xplorer Smart Shoe, the Company has developed a belt worn device for its first licensee, My Athlete, small and light enough to be favored by world class tri-athletes for use in competition.

BULLISH INDUSTRY OUTLOOK

"Location-aware applications will hit mainstream adoption in the next two to five years," – Gartner Group

Like the PC, cell phone and the Internet before it, GPS/PLS (personal location services) is being touted as the next globally transparent technology. According to market research firm Frost & Sullivan, the Assisted-GPS market will reach \$1.4 Billion by 2009, up from \$546 Million in 2005. GPS technology providers on the market today are thriving by providing in-car GPS navigation devices such as Garmin (Nasdaq: GRMN), who reported \$742 Million in sales, while TomTom NV reported \$622 million, both in the most recent quarter. Nokia, Microsoft and others are scrambling to incorporate GPS technology into multi-functional cell phones, PDAs, and other wireless devices.

Nearly one-third of GPS device owners indicated security and social networking were among the motivating factors for owning a GPS. GTX Corp is offering the next generation of GPS technology, expanding well beyond in-car navigation to the tracking of people, pets, high-value assets and a virtually limitless number of consumer applications.

While consumer adoption of GPS devices is dramatically on the rise, PLS is likely to parallel its growth. ABI Research projects a total of 300 Million consumers worldwide will subscribe to PLS by 2011. In North America, ABI Research reports the number of GPS subscribers more than doubled to 3.9 million in 2006 over 2005, and forecasts 52 million GPS subscribers by 2011. Frost & Sullivan projects location-aware services will burst into an \$8 Billion industry by 2011, up from \$1.5 Billion in 2007.

REAL-WORLD APPLICATIONS

GTX Corp's versatile technology creates a new category of portable hosts to deliver a wide range of consumer-oriented, wearable high-tech solutions. Either watching over an elderly relative with Alzheimer's disease or tracking an expensive package in transit, GTX Corp's enabling technology provides peace of mind in any number of real-life situations, including:

- Caretakers Watching Over Elderly Persons Suffering from Memory Loss or Dementia
- Parents and Teachers Safe-Guarding Kids
- News Organizations Locating Field Reporters
- Public safety workers dispatching into disaster and recovery areas
- Monitoring our armed forces in high-risk areas around the globe
- Motorcycle Owners Watching their Bikes
- Freight Owners and Carriers Tracking their Containers
- Athletes and Their Trainers Tracking a Competition
- Hidden Chips Designed to Foil Kidnappers

GAINING MARKET TRACTION

Demand for GPS/PLS services currently exceed their supply. Over the past 12 months, the Company has received requests for its GPS-enabled products, without any retail, advertising, or direct marketing, from 19 countries. On average, GTX Corp receives 4 to 6 new inquiries per week from prospective licensees, including leading apparel firms and international sporting goods manufacturers, seeking out GTX Corp's patented technology.

In the business-to-consumer sector, thousands of individuals have already contacted GTX Corp, expressing an interest in buying their GPS units. With a projected retail selling price of around \$200 a pair, the Smart Shoe addresses an immediate market opportunity of approximately \$31.2 Million in hardware sales, and \$28.4 Million in subscriber fees.

In May of 2007, GTX Corp's technology was successfully tested on runners of the Boston Marathon and on vessels competing in the Nexus Newport to Ensenada off-shore Regatta. GTX Corp signed its first global licensing agreement with My ATHLETE LLC, a GPS and cellular technology based personal location

service for athletes. My ATHLETE LLC is integrating GTX Corp's patented gpVector™ solution technology to provide interactive fitness and exercise monitoring for elite/professional athletes.

My ATHLETE LLC soft launched the GTX Corp-enabled device during the world championship 2007 Kona Ironman in Hawaii on October 13, 2007. John Brennan, founder and CEO of My Athlete LLC, a five-time Ironman himself, demonstrated what real-time tracking powered by GTX Corp brings to the athletic community and the sport. The official market rollout is scheduled for early 2008. The total value of this multi-year contract is approximately \$25 million through 2012.

GTX Corp is currently in discussion with a number of other major corporations, which have expressed interest in sponsorship and brand affiliation opportunities. Additional footwear and clothing manufacturers are entering into discussions with the GTX Corp to embed gpVector™ technology in a number of wearable location devices.

ON THE FAST TRACK

GTX Corp has successfully developed a complete tracking solution that is miniaturized, robust, transportable, cost-effective and ready for delivery. What was once considered a niche application, GPS/PLS technology has broadened and deepened the vertical and horizontal markets that it serves. The applications of GTX Corp's core gpVector™ technology are poised to quickly expand from monitoring children and loved ones at risk to disaster recovery operations, personal health monitoring, locating lost pets, and multi-player gaming, to name a few. New product development is limited only by the licensee's imagination and innovative response to consumer needs. GTX Corp expects to establish multiple licensees, building on the success of MY ATHLETE, to create a solid revenue base from licensing and PLS services in 2008.

With its robust intellectual property position, ongoing global interest and an experienced management team in place, GTX Corp offers shareholders a ground floor opportunity to maximize returns in today's hottest tech market - GPS/PLS.

Corporate Highlights

- ❖ **Explosive Market** - Frost & Sullivan forecasts location-based services will burst into an \$8 Billion industry by 2011, up from approximately \$1.5 Billion in 2007.
- ❖ **Intellectual Property** - GTX Corp has one patent issued and 10 pending for its GPS application technology, providing first mover advantage in this high growth, emerging industry.
- ❖ **Commercial Ready Product** - GTX Corp developed the world's first GPS miniaturized device that can operate wirelessly 24/7 in a shoe, worn on a belt or other garment and is attracting licensees for a host of GPS-enabled consumer products.
- ❖ **Dynamic Technology Applications** - The GTX Corp robust module can be easily embedded into consumer, social networking, business, athletic, military, and law enforcement products.
- ❖ **Lucrative Licensing Model** - The Company's first technology licensing agreement with My ATHLETE LLC is valued to generate revenues of \$25 Million by 2012. Other licensees in the pipeline provide for exponential growth.
- ❖ **Multiple Revenue Streams** - Licensing revenue; hardware sales, monthly subscriber fees to location services; and Web portal advertising and sponsorships create multiple revenue streams for GTX Corp.
- ❖ **Industry Expertise** - Executives uniquely combine deep experience with the world's largest consumer product companies with successfully directing the growth strategies of emerging high-tech, wireless and Internet companies.

Experienced Leadership

Patrick R. Bertagna, *Founder, Chairman, President and CEO*, is also the co-inventor of the patented GPS Footwear technology. His career spans 27+ years in building companies in both technology and consumer branded products industries. Mr. Bertagna began his career in consumer products importing and manufacturing apparel, accessories and footwear in over 20 countries, with sales exceeding \$27 million to US retailers from JC Penny's to Neiman Marcus. In 1993, Mr. Bertagna transitioned into technology and founded Barcode World, Inc. a supply chain software company, enabling accurate tracking of consumer products from design to retail. Within four years the company had over 450 premier branded accounts with a staff of 40 plus in the US, Eastern Europe and India. After selling his company Mr. Bertagna combined his two past careers (consumer products and tracking technology) and founded GTX Corp.

Mr. Bertagna was born in the South of France and is fluent in French and Spanish, has formed alliances with Fortune 500 companies such as IBM, AT&T, Sports Authority, Federated Stores, Netscape and GE.

Christopher M. Walsh, *Chief Operating Officer*, is widely considered to be one of the premier production, sourcing and operations executives within the footwear and apparel industry. Walsh began his career with Nike in 1974 and set up Nike's first manufacturing operation in the Far East. In 1989, he joined Reebok International as Vice President of Production, and also played a critical role manufacturing the Reebok Pump. After Reebok, Walsh was instrumental in the corporate turnaround of LA Gear as its Chief Operating Officer from 1992 to 1995. Walsh then founded CW Resources, a Los Angeles based firm providing design, development, manufacturing and licensing consulting services to an extensive client base, including Ferris Baker Watts, Heeling Sports, K Swiss, Mission Six, Proctor and Gamble. Since 2005, he has served as an advisor to GTXC spearheading their Footwear R&D and Marketing practices. Mr. Walsh received a B.S. in Marketing from Boston College in 1973.

Murray Williams, *Chief Financial Officer*, is a CPA and began his career in public accounting with KPMG. He was a manager in KPMG's assurance practice managing a team of over 20 professionals specializing in financial services with an emphasis on public offerings, private financings and mergers/acquisitions. Mr. Williams resigned from KPMG in 1997 to become one of the founding members of Buy.Com, Inc., which grew to be the 2nd largest e-commerce company in the world during his tenure. Mr. Williams developed the finance, legal, business development and human resource departments of Buy.com. Buy.com enjoyed its greatest success while Mr. Williams was its highest-ranking financial officer. Mr. Williams was responsible for securing over \$225 million in private financing and was the primary driver in the initial public offering process that generated proceeds of an additional \$192 million. Mr. Williams obtained vast international business experience managing Buy.Com's expansion into Europe, Canada and Australia. In addition, he successfully completed three acquisitions for Buy.Com and was responsible for their expansion into eleven of its core product categories. After leaving Buy.Com in August of 2001, Mr. Williams became an active entrepreneur, creating and investing in numerous companies, and founded FA Corp, a consulting firm providing financial consulting services to various companies. Mr. Williams received degrees in both Accounting and Real Estate from the University of Wisconsin-Madison.

R. Eric Stalnaker, *the Director of Product Development*, has led GTX Corp's R&D efforts in an advisory role prior to joining the organization full time in early 2006. Mr. Stalnaker began his career in the wireless industry more than sixteen years ago as Regional Sales Manager of Paging Network of Los Angeles. During his tenure in the wireless industry he has held many senior sales and business development positions which were focused on wireless data solution opportunities within the Fortune 500 class of business. Mr. Stalnaker had much success pioneering wireless data solutions into such companies as Edison International, TRW Space & Electronics, Lockheed Martin, Nestlé, Siebel, Amgen, Kinko's and GE. Prior to joining GTX Corp, Mr. Stalnaker enjoyed nearly five years with Cingular Wireless. His last two years with Cingular were spent as National Director of Sales, Emerging Markets. His primary responsibility in this role was the development of national indirect channels of business with a focus on the Sales Force Automation and Location Based Services verticals.

Mr. Stalnaker had early career experience in product production management in the defense, medical and industrial equipment industries. He managed the production processes of domestic and foreign facilities engaged in the manufacture of precision optics, circuit boards, machined components and injection molding.

Mr. Stalnaker is active in his community through his involvement in youth sports at both the board of director and team management level. He is married and has two children.

In addition to an experienced executive management team, GTX Corp has an astute advisory panel. To view biographies of GTX Corp advisors, visit: <http://www.gtxcorp.com/content/about/advisors.htm>.

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