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Seamless Technology Announces e-Commerce and On-line Services Contract with Sports Entertainment Company

NEOERA, LLC (D/B/A RICKSON GRACIE'S BUDO CHALLENGE) TURNS TO SEAMLESS TO DEVELOP ITS ONLINE PORTAL AND ECOMMERCE STOREFRONT

MIAMI--(BUSINESS WIRE)—June 25, 2007--Seamless Technology Inc. (PinkSheets: [SLSX - News](#); www.seamlesstech.com), announces that, on-behalf of its e-Commerce subsidiary, MerchandiZer, Inc., it has entered into a multi-year contract with NeoEra LLC, d/b/a Rickson Gracie's Budo Challenge, the management and promotional marketing arm for Rickson Gracie's Budo Challenge . Rickson Gracie is a world renowned martial arts champion. Seamless' MerchandiZer division will build a creative and robust "Rickson Gracie Budo Challenge" entertainment portal, complete with an e-Commerce platform and full website services for a total online e-Marketing and entertainment solution.

Under the agreement, in addition to billing for its creative, programming and hosting services, Seamless will earn a percentage of the e-Commerce and fulfillment revenues generated by the portal which is expected to be over \$1 million in the first year.

Seamless is leveraging MerchandiZer's robust, award winning Professional Shopping Cart with its easy-to-use e-Commerce platform to further grow its business customer base and provide solutions to customers such as NeoEra. "Our ability to offer global business customer's innovative and cost-effective turnkey e-Commerce solutions is a clear differentiator in the marketplace," said Jose Solorzano, President of MerchandiZer and Vice President of Sales & Marketing of Seamless. "Our solution for NeoEra allows them to focus on their core competency of providing family and sports entertainment and we provide the "triple play" of seamless solutions with web-delivered content solutions, e-Commerce, and product fulfillment worldwide."

The "Seamless Services" for NeoEra will provide a web shopping and on-line entertainment portal to a worldwide audience of martial arts fans and other demographic targets. The full-package solution includes complete website design, back-end HTML SEO coding services, front-end graphic interface, logo, and event brochure design, product catalog design/development and uploading, web hosting, email and a payment gateway-- as well as logistics/merchandise fulfillment services for products sold through the online storefront. Additionally, by virtue of MerchandiZer's product fulfillment services, Seamless will become Budo Challenge's exclusive partner for the worldwide distribution for its merchandise.

"Seamless with its MerchandiZer division offered a competitive and innovative proposal which met our needs," said Michael Burkenbine, COO of NeoEra. "We are pleased with Seamless's responsiveness to those needs and look forward to launching our Rickson Gracie's Budo Challenge online portal this summer. Our relationship with Seamless will allow NeoEra to

significantly scale our website to our customer base in the worldwide sports entertainment marketplace." states COO Michael Burkenbine .

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ABOUT NEOERA LLC AND BUDO CHALLENGE:

NeoEra is a private sports management and entertainment company that operates, manages and markets Rickson Gracie's Budo Challenge. Budo is the martial arts way that challenges the physical, mental and spiritual powers of the warrior. The Budo Challenge brings together the top submission fighters in the world, including BJJ world champions, Olympic judo players, and UFC, Pride, and Shooto fighters to display the abilities, skills, and character that make a true champion.

The purpose of the Budo Challenge is not only to show top combat athletes in action, but to provide an insight into the minds and souls of the fighters. Just as life consists of preparation, execution, and adaptation to unexpected results, the Budo Challenge shows a microcosm of life through fighter interviews, personal stories, and philosophical outlooks. The audience gains a profound understanding of the struggle and sacrifice each fighter makes. The Budo Challenge is the first professional submission fighting league with the vision to dignify and value the world's elite grapplers and allow them to serve as role models and be positive influences for current and future generations in our communities.

The striking visual impact of the event is based on traditional values and concepts. The revolutionary rules of the Budo Challenge bring non-stop action and excitement unparalleled in modern judo, wrestling, or jiu-jitsu events. The commentators, special effects, officiating and scoring systems provide an easy-to-follow format that allows spectators to understand and follow the helicopter sweeps, rear naked chokes, joint locks, and guillotine submissions that happen with machine-gun speed.

ABOUT SEAMLESS TECHNOLOGY INC.:

Seamless Technology is a publicly traded holding company that focuses on the acquisition, development and operating of Internet based technology companies. It presently owns two established technology companies with excellent industry name recognition and reputations. The Company has located other synergistic businesses that it intends to acquire soon, subject to completion of financing.

The first subsidiary owned by Seamless is Pinneast.com, Inc. (www.pinneast.com), an eleven-year-old e-Learning services provider which offers custom web based learning and education, learning management systems, LMS hosting, off the shelf courses and e-Learning technical support. Unlike its competitors, who offer a product that is one size fits all, Pinneast is capable of designing e-Learning products that are tailored to the specific needs of each client. The Company has a present order backlog including contracts from the US-Army and was selected as part of a defense contractor team for the United States Army's Distributed Learning Education and Training Products (DLETP) program. The total contract is estimated at a total value of \$483

million over the next five years. Other customers of Pinneast include Dow Chemical, Wachovia, Citigroup, First Data, California Courts, and GlaxoSmithKlein, among others.

The second subsidiary owned by Seamless is MerchandiZer Software, Inc. (www.merchandizer.com), a seven-year-old e-Commerce software company and service provider of end-to-end online storefront and shopping cart services for small to medium-sized companies that want to expand their marketing presence on the Internet sales channel. Over the years the Company's software has been awarded various industry recognition awards, and includes custom design features such as templates that enable web designers to customize sites, as well as an exclusive Internet marketing feature that allows the merchants/clients to optimize their entire catalog for search engines. The software has also been recently reengineered to be highly scalable and meet the demands of exponential growth. The Company primarily services small to medium businesses and its clients include brand name companies such as Dole Plantations, Total Discount Vitamins, Go-To Forms and Kids Customs.

The third subsidiary is United Russian Technologies, Inc. (URT)- a U. S. joint venture company incorporated in Florida in 2006 and owned 50/50% by Seamless and URT (Russia) a private Russian company founded by Evgeny Babayan, former head of the Russian Academy of Science (RAS) Innovation Dept , to provide intellectual property and services from leading Russian science and research laboratories to commercial markets in the Americas and Europe.

FORWARD-LOOKING STATEMENTS:

Statements about the Company's future expectations, including future revenues, plans, estimates, projections and earnings, and all other statements in this press release other than historical facts are "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as the term is defined in the Private Litigation Reform Act of 1995. The Company's actual results could differ materially from expected results. The Company undertakes no obligation to update forward-looking statements to reflect subsequently occurring events or circumstances. Should events occur which materially affect any comments made within this press release; the Company will appropriately inform the public.

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