

digital Press Release

FOR IMMEDIATE RELEASE: November 1, 2007



DIGITAL EARTH ESTABLISHES NEW DEVELOPMENT CENTRE

Shenzhen, China – Digital Earth Inc today announced the opening of its new offshore development and operations centre in Shenzhen.

Shenzhen was selected given its: low cost structure; openness as China's original free trade zone; superb infrastructure; ready supply of software development resources; and, easy accessibility (Shenzhen is only 30 minutes from Hong Kong Airport). "It was also an area we've had a fair bit of experience with", commented John Redfern, Chairman of Digital Earth who have been located in (and been setting up companies in) Shenzhen since 2003.

"Frankly I've been impressed with the infrastructure and lack of regulatory hassles", added Hitesh Sachan, VP Engineering for Digital Earth. "I've been involved with the setup of Amazon's three initial development centre in India (as well as elsewhere) and I've been extremely favorably impressed with Shenzhen as an outsource centre". As part of the establishment of the new centre, both Hitesh Sachan and Rob Podolski (CTO of Digital Earth) will be spending significant portions of their time in Shenzhen working with the local development staff.

Digital Earth also announced the appointment of Andy Jia as Finance Director and General Manager of the local office. "Andy brings a strong background in finance, human resource management and local legal issues", stated John Redfern, Chairman of Digital Earth. "Andy's previous experience includes being: Executive Director at Aeon Information; Finance Manager at Maersk Logistics; Treasurer at IIPC (an IBM JV); and, Account Manager (China Everbright Bank)". Andy is fluent in English, Chinese and Japanese and has a CPA designation and an International Finance degree from Fudan University.

Founded in 2006, Digital Earth is dedicated to improving search capabilities and data accessibility for both the traditional and alternative energy markets. Digital Earth is incorporated in the Cayman Islands but has distributed resources worldwide. For more information please consult: www.digital-earth.com.

###