

Source: World Am, Inc.

World Am Isotec Subsidiary Names Robert Seeley Director of Sales and Marketing

NEWPORT BEACH, Calif. – October 12, 2006 – World Am, Inc. (OTC BB: WDAM) today reported that its Isotec, Inc. subsidiary has appointed Robert J. Seeley as Director of Sales and Marketing, replacing the retired James H. Alexander. He brings to the company more than 20 years of successful experience in nationwide technical relationship building, including small to large businesses and state and local governments

Immediately prior to joining Isotec, Mr. Seeley served for more than 10 years as Director of Carrier Relations for Louisville, Colo.-based AirCell Inc. At this air-to-ground telecom company, he developed a multi-faceted marketing program to create one of the world's largest cellular networks, comprised of 27 regional U.S. carriers.

Earlier, as Director of Research and Analysis at Boulder, Colo.-based BGCI-LLC, a venture capital company, he created the original AirCell business plan, and coordinated the raising of \$10 million in initial funding through venture and bank networking.

Mr. Seeley also served for several years as Vice President of Sales and Marketing for Infogرافix Inc. in Niwot, Colo., a technical professional placement service. During his tenure there, the company's revenue and customer base increased by more than 350% in a two-year period, positioning the company for a successful acquisition by a national placement firm.

“Robert Seeley has been a colleague for many years,” said Isotec President Ken Jochim. “His wealth of experience will serve the company well, and we are fortunate to have recruited him for this key management position.”

Mr. Seeley studied International Marketing at the University of Munich, and Finance and East Asian Studies at the University of Colorado.

He is a member of the Board of Directors of STREBOR International, RU-Equipment Company, Rainbow Valley Farm School for Children, and the Boulder County Soccer Association.

About Isotec:

Isotec develops, integrates and supplies passage control security products broadly categorized as Access Control, Weapons Control, or Materials Control Systems that rigorously control entry or exit of people and materials into and/or out of a facility, while reducing the need for security personnel. Applications of the technology have been delivered to the commercial, retail and government sectors. Isotec's extensive experience in this field allows it to provide high quality, code compliant, application-optimized solutions at the lowest cost in the shortest timeframe.

Additional information on the company is available at <http://www.world-am.com> or

<http://www.isotecinc.com> .

Certain statements in this news release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933 and Rule 3b-6 under the Securities Exchange Act of 1934, and are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this release, including, without limitation, statements regarding potential future plans and objectives of the company, are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Technical complications that may arise could prevent the prompt implementation of any strategically significant plan(s) outlined above. The company cautions that these forward looking statements are further qualified by other factors including, but not limited to those, set forth in the World Am, Inc. Form 10-KSB filing and other filings with the United States Securities and Exchange Commission (available at www.sec.gov). The company undertakes no obligation to publicly update or revise any statements in this release, whether as a result of new information, future events or otherwise.

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