

Source: World Am, Inc.

World Am's Isotec Subsidiary Appoints BranchServ as a Distributor

NEWPORT BEACH, Calif. – January 18, 2007 – World Am, Inc. (OTC BB: WDAM) today reported that its Isotec, Inc. subsidiary has appointed Bethel, Conn.-based BranchServ as a distributor. BranchServ provides physical security equipment and service solutions to more than 3,000 bank branches from Maine to Florida.

BranchServ is a division of Custom Vault Corporation, a leading provider of technologically advanced high-security modular vault systems for pharmaceutical, government, armored car, jewelry and banking applications.

“Isotec’s products and applications fit well into our marketing universe, and we look forward to representing its capabilities,” said BranchServ CEO and President Thomas P. Brennan.

“This latest distributor agreement with yet another recognized market leader underscores the quality of our product line,” said Isotec President Ken Jochim. “The momentum for continually increased market penetration is expected to enable the company to realize increased sales in the year ahead.”

In the past several months, Isotec has entered into nine new distributorship agreements in the United States and abroad. In May, the company announced a distributorship agreement with ARIBA Celcom LLC, based in Dubai, to market Isotec systems throughout the United Arab Emirates. In July, Isotec reported it had entered into two new domestic distributorship agreements with Colorado-based Automatic-Access, Inc. and Maryland-based Advent Automation, Inc. A month later, the company reported new distribution agreements with Baidaq Security Systems, covering Jordan and Iraq, and Initial Security Systems, covering Saudi Arabia. In October, Isotec signed a distributorship agreement with Singapore-based Chemical Specialties & Logistics Pte Ltd (Chemspec). Later that month, the company appointed a Greek security products distributor based in Athens, CH.THEODOSSIS S.A., to represent its product offerings in that country. In December, Isotec announced a distributor agreement with Maryland-based Easter Access & Security Systems, Inc.

About BranchServ:

Founded in 1999 as a division of Custom Vault Corporation, BranchServ provides physical security equipment and service solutions to more than 3,000 bank and credit union branches from Maine to Florida, including three of the 10 largest branch banking networks in the United States. BranchServ combines unparalleled experience and product knowledge with a client-driven service focus — empowering branch networks to improve operational efficiency, lower overall costs, enhance the end customer experience, and maintain security standards. BranchServ is headquartered in Bethel, Conn., with service centers in Boston, New York, Washington D.C., and Charlotte.

Additional information on the company is available at www.branchserv.com. Additional information about BranchServ's sister division, CustomVault, is available at www.customvault.com.

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 experience in this field allows it to provide high quality, code compliant, application-optimized solutions at the lowest cost in the shortest timeframe.

World Am's other wholly owned subsidiary is Senz-It. Senz-It represents an innovative advancement in the field of micro-sensors that have applications in homeland security, indoor air quality monitoring, food processing and health care. Its anticipated products are intended to compete in the developing field of real-time detection and notification devices. Senz-It is being designed to identify patterns of molecules present in air or liquid environments for significantly less cost than current approaches. 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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