

Empower Interactive Provides Increased Messaging Capabilities for Smart Communications

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Empower Interactive today announces it has supplied Smart Communications Inc. with SigTran (SS7 over IP) First Delivery Attempt (FDA) messaging technology that cost-effectively increases the capacity and performance of text messaging services during peak periods. The Empower Interactive FDA solution helps deliver increased capacity and flexibility to Smart's SMS infrastructure now handles in excess of 100 million SMS each day.

Empower Interactive's SigTran FDA technology was deployed at 12 nodes to ensure that even during the busiest periods, the infrastructure is protected against dropped or delayed messages. This facilitates cost effective and efficient high-volume messaging by performing the First Delivery Attempt of SMS traffic. It also ensures that Smart's messaging revenue – which forms over 40% of total revenue – is protected, because subscribers continue to receive an excellent service during peak periods.

Smart currently has the largest SMS transaction volume in the world. With 17.5 million subscribers on its GSM network, Smart is constantly looking for innovative and reliable technology to guarantee message delivery during peak periods, such as Christmas, New Years Day and Valentines.

Empower Interactive tested and deployed FDA under stringent carrier-class guidelines from Smart, the Philippines' leading mobile service provider, to ensure the delivery of all messages even when traffic approaches thousands of messages per second. The integration of FDA capability on Smart's network increased the delivery capacity to 6,000 SMS messages a second.

"Smart Communications is a very demanding operator because it has the largest SMS transaction volume in the world and it is constantly offering new text enabled services to maximise its share of the mobile messaging marketplace in the Philippines, and satisfy its already large customer base" said Keith Cornell, new Chief Executive Officer at Empower Interactive. "Operators are beginning to market new messaging strategies, particularly in Asia, where they need a more intelligent approach to delivering messaging services, coupled with a migration path to MMS as the market for mobile multimedia develops."

Empower Interactive's FDA product is part of its Mobile Data Services Architecture (MDSA) architecture, the componentized, end-to-end messaging infrastructure. Empower Interactive's MDSA supports the first-time delivery of messages that may otherwise experience delayed or dropped messages during peak periods. The MDSA also load balances Short Messaging Service Centre (SMSC) traffic, detects and blocks unsolicited spam content and enables new services such as presence, location, instant messaging and mobile number portability.

About Empower Interactive

Empower Interactive Ltd. designs, installs and services user-friendly data, messaging and multi-media systems for mobile operators worldwide. Our products help our customers with provisioning, billing and managing high volume SMS and MMS applications. They deliver critical enhancements to the existing network infrastructure such as intelligent SMS/MMS routing, flexible filtering, off-loading, SPAM control, replication and dynamic message store and forwarding.

Our highly differentiated products have been designed to reduce costs and time-to-market. They allow operators to rapidly introduce new revenue-generating messaging services with increased delivery efficiency and reduced cost-per-message.

Many of the world's leading operators rely on our feature-rich products and strong company performance, including Orange, WIND, Smart, Starhub, Telkomsel and Etisalat. Empower Interactive was founded in 2000. Empower Interactive is headquartered in London and has regional offices in Paris, Singapore, Kuala Lumpur and Manila.

www.eigroup.com

About Smart

SMART is the Philippines' leading wireless services provider with 17.5 million subscribers on its GSM network as of end-September 2004.

Of the total subscriber base served, 13.3 million are under the brands Smart Buddy, Smart Gold, Addict Mobile, Addict Mobile Prepaid, Smart Infinity, Smart Kid, Smart Kid Prepaid and Smart ACeS. The remaining 4.2 million