Media release

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Empower Interactive's growth recognised in the "Tech Track 100"

Empower Interactive, a leading supplier of mobile data services products has been recognized in The Sunday Times Microsoft Tech Track 100 of the UK's fastest growing technology companies, demonstrating another year of exceptional performance.

The Tech Track 100 recognises the fastest-growing technology companies in the United Kingdom. Empower Interactive's next generation mobile data and messaging technology has helped it successfully challenge traditional legacy suppliers, and more than double its sales growth each year for the last three years in a row.

Empower Interactive's sales growth between 2001 and 2003, the period monitored by the index, was 113%. Empower Interactive is successfully capitalising on strong growth in the global market for next generation messaging technologies as operators deploy new messaging services.

Mobile operators, including Orange Group, WIND and TIM S.p.A have adopted Empower Interactive's mobile messaging infrastructure in response to dramatic increases in text and multimedia messages that are beginning to overwhelm legacy equipment from other suppliers. Empower Interactive has also had

successful implementations in Asia Pacific and the Middle East with companies such as SMART, TELKOMSEL and ETISALAT.

"We are extremely pleased that our outstanding sales growth has been recognised in the Tech Track 100. The Empower Interactive team is delighted to be in the index yet again." said John Wishney, Empower Interactive's Chief Operating Officer. "The market for mobile data and messaging infrastructure is growing at a phenomenal rate and we are consistently capturing a substantial share as mobile operators move away from legacy technology with the next generation infrastructure from Empower Interactive." Wishney added.

Mobile operators are increasingly looking for flexibility and innovation as they keep step with a demanding messaging market. They now look for best of breed solutions that challenge largely inflexible first generation platforms. Demands on first generation Short Message Service Centers (SMSCs) are beginning to exceed their capacity and performance capabilities.

Empower Interactive's Mobile Data Services Architecture (MDSA) gives operators the opportunity to avoid these legacy bottlenecks by enabling advanced, intelligent handling of Short Messaging Service (SMS) and Multimedia Messaging Service (MMS). Empower Interactive can address person-to-person and high volume revenue-generating messaging applications including voting, spam control, mobile marketing, financial and content services.

Empower Interactive is now operating in the growing markets of Europe and Asia, and has recently raised US$5 million to fund its expansion. The company has offices in London, Kuala Lumpur, Singapore, Manila and Jakarta.

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About Empower Interactive
Empower Interactive enables mobile operators and service providers to advance their mobile data services by providing infrastructure products to manage and deliver messaging services, applications and content on mobile networks.

Its portfolio of products and services is based on an innovative Mobile Data Services Architecture for advanced and intelligent handling of application and person-to-person messaging. The products and solutions simplify access to the mobile network infrastructure, increase messaging network control and intelligence and help operators to rapidly launch new service offerings.

Empower Interactive's intelligent messaging routing and control capabilities offer an effective and reliable way to manage high volume and time critical traffic independently from the existing infrastructure. This lowers the average cost per message and optimises ROI on prior infrastructure capital expenditures.

Many of the world's leading operators have already selected Empower Interactive's innovative and flexible framework, including Orange Group, WIND, SMART, Starhub, Telkomsel and TIM S.p.A. Its technology is behind many high-profile mobile services around the world.

Empower Interactive was founded in 2000. It is headquartered in London and has regional offices in EMEA (UK), Asia Pacific (Singapore) and the US.
www.eigroup.com

Notes for editors
Empower Interactive ranked 6th in the 2003 Sunday Times ARM Tech Track 100, and 43rd in the 2004 Sunday Times Microsoft Tech Track 100

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