



PRESS RELEASE

## **General Wireless receives Entrepreneurial Company Award**

Stockholm, April 25, 2005 – General Wireless has been named the recipient of the 2005 Frost & Sullivan Entrepreneurial Company Award for the European fixed messaging market. Newly released research by Frost & Sullivan forecasts explosive growth in the PC SMS market, a market created and dominated by General Wireless.

The Frost & Sullivan award honours a small company with superior entrepreneurial ability that has identified a unique product solution having significant revenue potential and supported by a solid marketing strategy.

"General Wireless has essentially defined a new market, with huge growth potential. Its experience with leading mobile operators gives it the knowledge and capabilities to widen the customer base, while its management team are well aware of the risks of over-expansion," said Frost & Sullivan Research Analyst Jan ten Sythoff.

In its newly released report "European Fixed Messaging Markets", Frost & Sullivan forecasts a rise in revenues from PC messaging from EUR 34.5 million in 2004 to a projected EUR 424.4 million in 2010. During the same period, the number of users is expected to increase from 490,000 to more than 12 million.

According to Frost & Sullivan, General Wireless is the leading supplier in this market. The company's innovative lead product - eSMS Executive - enables text messages (SMS) and multimedia messages (MMS) to be sent between any PC and mobile phone.

"Receiving this prestigious award is very flattering, as Frost & Sullivan's research is so highly regarded by the industry," said Anders Hardebring, CEO, General Wireless. "Their thorough, independent analysis of our market confirms the viability of our business model and provides an encouraging market outlook."

### **Contacts:**

General Wireless: Anders Hardebring, Chief Executive Officer

Tel: +46 (0) 70 591 06 14, e-mail: [anders.hardebring@generalwireless.com](mailto:anders.hardebring@generalwireless.com)

Frost & Sullivan: Kristina Menzefricke, Corporate Communications

Tel: +44 (0)20 7343 8376, e-mail: [kristina.menzefricke@frost.com](mailto:kristina.menzefricke@frost.com)

---

**About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community, by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.frost.com](http://www.frost.com).

**About General Wireless**

General Wireless provides user-friendly, two-way eSMS and eMMS software solutions to mobile operators, for corporate and personal use. General Wireless is a business partner of Microsoft, Oracle and IBM. The company's customers include Orange, Telecom Italia Mobile and TeliaSonera. For more information, visit [www.generalwireless.com](http://www.generalwireless.com)