



PRESS RELEASE

Strong growth for PC-to-mobile messaging in Europe

Stockholm, Sweden, December 5, 2007 – General Wireless, the global market leader in PC-to-mobile messaging, reports a 25% increase in their PC-to-mobile messaging market in the last quarter.

According to General Wireless, the increase in PC-to-mobile services, including both SMS and MMS can partly be attributed to the simplicity of the service and the large number of companies that are adopting the use of such services.

At a leading Scandinavian operator more than 2% of all subscribers have signed up for the PC-to-mobile service and traffic volumes have grown by 20% in the last 2 months. In comparison, a large European operator increased their PC-to-mobile SMS traffic volumes by 40% from October to November. This is mainly due to large multinational companies, companies in the public sector and SME's signing up for the service.

General Wireless has seen a strong demand for its eSMS products and has signed four new operator deals during October and November, 2007. The increase in clients can be divided into the categories:

- Capacity upgrades which comes from the growth of the service
- Upgrades to support multimedia messaging (MMS)
- Upgrades to support new platforms (Microsoft Vista and Outlook 2007)
- New customers

General Wireless' latest addition to the market is the eSMS Download Center (www.sms4pc.com), where users can download PC-plugins from their operator for free.

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About General Wireless

General Wireless is a leading provider of multimedia messaging to leading telecom operators. The company's eSMS technology has been selected by a large number of leading mobile operators including Vodafone UK, Telefónica Móviles España, Orange, Telecom Italia Mobile, KPN, Teliasonera and 3.

For more info, visit www.generalwireless.com