

PRESS RELEASE

## **General Wireless eSMS solution launched at Mobiltel in Bulgaria**

**Stockholm, Sweden, February 1, 2006 – General Wireless and Starhome have signed a contract with mobile operator Mobiltel in Bulgaria to deliver General Wireless's eSMS solution, which integrates desktop e-mail with SMS services. Mobiltel is the leading mobile operator in Bulgaria.**

Mobiltel has launched eSMS service for the end-users. Integrated with MS-Outlook, and Outlook Express, eSMS adds a Mobiltel branded icon to end-user's menu toolbar to enable easy sending of SMS messages. Meeting reminders can be sent as SMS messages as well as automatic message splitting for longer messages.

"We are very pleased that Mobiltel has launched eSMS. This further establishes the validity of our messaging solutions both in Eastern Europe and on the market place in general," said Anders Hardebring, CEO, General Wireless.

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.

General Wireless will demonstrate its eSMS and eMMS products at 3GSM in Barcelona in Hall 2, Stand G26/27. Try eSMS for free on [www.sms4windows.com](http://www.sms4windows.com)

### **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)

### **About Mobiltel**

Mobiltel is recognized as the innovative telecommunications market leader in Bulgaria and one of the most successful mobile operators in Europe. Today the Company holds about 60% market share and serves about 3,6 Million subscribers. In 2005 the operator won the only UMTS A Class license tender in Bulgaria for a 20-year term. Six months later - on September 14, 2005, Mobiltel presented the first operational UMTS network in Bulgaria. In July 2005 Mobiltel joined the mobilkom austria group and now is a part of the family of mag.

### **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 was awarded the 2005 Frost & Sullivan Entrepreneurial Company Award for the European fixed messaging market. The company's customers include Vodafone, Orange, Telecom Italia Mobile, KPN, 3 and TeliaSonera. For more information, visit [www.generalwireless.com](http://www.generalwireless.com)

**About Starhome**

Starhome is the leading global provider of mobile roaming technology and services. It has implemented 200+ roaming services for over 70 Mobile Network Operators in 55 countries worldwide. Founded in 1999, Starhome is the established market leader and is the roaming partner of choice for Mobile Network Operators. It offers the market's most comprehensive portfolio of roaming products and services. Starhome is registered in Zurich, Switzerland, and has offices across the US, Europe, Asia and the Middle East. It is an affiliate of Comverse Technology Inc, an S&P 500 and NASDAQ-100 Index company, and is a privately held company.

For further information on Starhome, please go to [www.starhome.com](http://www.starhome.com).