

PRESS RELEASE

## **General Wireless launches SMS and MMS Toolbar**

**Stockholm, Sweden, February 6, 2006 – General Wireless today announced the launch of eMMS Toolbar, a toolbar that enables SMS and MMS to be sent easily from Internet Explorer to mobile phones. eMMS technology can also be integrated into other toolbars, meaning Google, Yahoo, Skype and others could all benefit.**

The Toolbar enables easy sending and forwarding of text, pictures, sound and video from Internet-connected PCs to mobile phones. This provides opportunities for increased revenues for General Wireless customers, which today include Vodafone, Orange and TIM. End users can select text or pictures from any website and easily send them as SMS or MMS from the eMMS Toolbar.

"We strongly believe that eMMS Toolbar will significantly increase operators' SMS and MMS traffic as it is so easy to access on the desktop" said Anders Hardebring, CEO, General Wireless. "By adding the eMMS Toolbar to our product portfolio we and our operator customers can leverage on installed systems and billing relationships."

General Wireless is the market leader in the PC-to-mobile messaging market, according to Frost & Sullivan, which predicts that total revenues from PC-to-mobile messaging will reach EUR 424.4 million by 2010. Revenues in 2004 were EUR 34.5 million for the sector. The number of users of PC-to-mobile messaging is expected to increase from 490,000 to more than 12 million.

General Wireless currently has more than 20 mobile operator customers, including mobile giants Vodafone, Orange, TIM, 3, KPN and TeliaSonera. In total these contracts cover more than 130 million subscribers and all of these operators can now easily offer the eMMS Toolbar to their subscribers and thereby leverage on installed systems and billing relationships with its customers.

General Wireless will demonstrate the eMMS Toolbar at 3GSM in Barcelona in Hall 2, Stand G26/27.

Try eSMS for free on [www.sms4windows.com](http://www.sms4windows.com)

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### **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)