

## **General Wireless signs agreement with Microsoft for Outlook Mobile Services**

**Stockholm, Sweden, January 30, 2007 – General Wireless, the market leader in PC-to-mobile messaging, today announced that it has signed an agreement with Microsoft for Microsoft® Outlook® Mobile Services.**

The agreement means that end-users can use the in-built functionality in Outlook 2007 to send SMS and MMS messages, and be charged on their normal phone bill or prepaid account.

Microsoft Outlook Mobile Services (OMS) allows Microsoft® Outlook® 2007 users to connect with mobile phones using SMS text messaging. With OMS, users can send SMS text messages and forward email, contacts, appointments and tasks as text messages to mobile phones. Users can automatically receive e-mails, reminders, and daily calendars as SMS text messages to their mobile phones. They will save time, stay organized, and work more effectively.

General Wireless has developed the concept of PC-to-mobile messaging, a service that can work from all PCs to all mobiles. General Wireless have an impressive operator customer list including 20+ mobile operators, including Vodafone UK, Orange, TIM, KPN, TeliaSonera and 3.

General Wireless is now launching its OMS Web Service, a web service interface to its MMP server platform that will enable Outlook Mobile Services for end users. The agreement with Microsoft will provide further opportunities for General Wireless customers to increase revenues from mobile messaging.

”We are very pleased to be able to offer this service to our Swedish customers in partnership with General Wireless”, said Thomas Andersson, Product Manager for Office at Microsoft Sweden. “We believe SMS and MMS functionality will add value to the already strong offering in Office Outlook 2007”

“Microsoft Outlook 2007 will have millions of users in the next couple of years, and we are happy to work with Microsoft in enhancing the functionality with SMS and MMS messaging for all these users and to help mobile operators to increase its revenues,” said Anders Hardebring, CEO, General Wireless.

General Wireless will demonstrate its messaging products at the 3GSM World Congress in Barcelona February 12 – 15, Hall 2, Booth 2F13.

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## **About General Wireless**

General Wireless is a leading provider of multimedia messaging to mobile operators, enterprises and internet businesses. The company's customers include Vodafone UK, Orange, TIM, KPN, 3 and TeliaSonera. The company's partners include Ericsson and Microsoft. For more info, visit [www.generalwireless.com](http://www.generalwireless.com)