



PRESS RELEASE

## **General Wireless partners with Netsize to deliver eSMS to enterprise customers**

Paris - Stockholm, June 15, 2005 – Netsize and General Wireless have signed an agreement that will enable Netsize's enterprise customers to send SMS messages directly from their PC's using the Microsoft Outlook e-mail client.

Netsize will launch eSMS services to its enterprise customers starting in July. eSMS allows subscribers to send SMS messages directly from their desktops, using the Microsoft Outlook e-mail client. eSMS technology makes standard e-mail features and personal data available to end users, including contact information and distribution lists.

Mayako Fagerfjäll at Netsize commented "Netsize has been at the forefront of developing the mobile business solutions market by delivering enterprise messaging applications over multiple technologies including SMS, WAP, GPRS, 3G and Wireless Lan. We are continuously expanding our portfolio of business solutions by working with best of breed application partners."

"Netsize is seeing a strong demand for email mobility applications from our enterprise customers and we have selected General Wireless as technology partner for eSMS services", added Mayako Fagerfjäll, Netsize.

"We are happy to partner with Netsize who is a well established mobile business solutions provider with an expansive list of global enterprise customers. We strongly believe that Netsize will be successful in deploying eSMS in the European enterprise market" said Anders Hardebring, CEO, General Wireless.

A recent report by Frost & Sullivan "European Fixed Messaging Markets", 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.

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## **About Netsize**

Netsize Group is a world leader for mobile business and entertainment solutions. Netsize helps companies implement wireless services aimed at maximizing revenues, improving brand awareness, optimising business efficiency and developing public services.

Netsize provides direct network connectivity over a range of channels including SMS, MMS, WAP and GRPS, and the revenue sharing deals it has put in place with more than 90 mobile operators around the world cover 600 million billable mobile users. In addition, Netsize has also created a powerful mobile service management platform that handles every step in the launch of a wireless service: promotion, ordering, delivery, billing and customer care. This combination of tools and infrastructure, together with the local commercial, marketing, technical and legal advice and support provided in each of the 18 countries where it is present, allows Netsize to help companies roll out mobile services quickly and efficiently, both locally and on an international scale.

Founded in 1998, Netsize employs 200 professionals who serve more than 800 customers. For more information, visit [www.netsize.com](http://www.netsize.com)

For the second consecutive year, NETSIZE won the Deloitte Fast 50 award in 2004 for being the fastest growing company in France and the Fast 500 award as the second fastest growing company across Europe, the Middle East and Africa.

## **About General Wireless**

General Wireless provides user-friendly, two-way eSMS and eMMS solutions to mobile service providers for corporate and personal use. General Wireless was awarded the 2005 Frost & Sullivan Entrepreneurial Company Award for the European fixed messaging market. General Wireless is a business partner of Microsoft, Oracle and IBM. The company's customers include Vodafone, Orange, Telecom Italia Mobile and TeliaSonera. For more info visit [www.generalwireless.com](http://www.generalwireless.com)