



PRESS RELEASE

General Wireless wins contract from leading GSM operator in Brazil

Stockholm, Sweden, March 7, 2005. TIM Brasil has launched TIM Turbo Mail, a new service that enables customers to send and receive GSM SMS text messages integrated with their desktop e-mail. The service is based on General Wireless' eSMS technology, delivered and deployed through a joint project by TIM, Kelyanlab and General Wireless.

The launch of the TIM Turbo Mail service in Brazil follows on the success of TIM Italy, which launched the service in April 2004.

TIM Turbo Mail allows subscribers to send, receive, forward and reply to wireless text messages directly from their desktops, using the Microsoft Outlook e-mail client. eSMS technology makes standard e-mail features and personal data available to TIM Turbo Mail users, including contact information and distribution lists. Customers can be billed for the service either using standard billing or through pre-paid mobile phone accounts.

"We are very pleased that TIM has decided to expand its TIM Turbo Mail service to the fast-growing Brazilian market," said Anders Hardebring, CEO of General Wireless. "Gaining the confidence of a major operator confirms that we deliver a proven, dependable solution for integrating office desktops with wireless messaging".

TIM Brasil launched its GSM service in 2002 and has since grown rapidly, reaching 13.6 million subscribers as of December 31, 2004.

Contact:

Anders Hardebring, Chief Executive Officer, General Wireless
phone: +46 70 591 06 14, e-Mail: anders.hardebring@generalwireless.com

About General Wireless

General Wireless provides user-friendly eSMS and eMMS solutions to mobile operators for corporate and personal use. General Wireless is a partner of Microsoft, Oracle and IBM. The company's customers include Vodafone, Orange, Telecom Italia Mobile and TeliaSonera. Additional information available at: www.generalwireless.com.

Note: This Press release is available in French, German and Spanish as well. Please send an email to info@generalwireless.com