

New breakthrough order for General Wireless

Stockholm, November 29 2004. Orange subscribers in the UK and Belgium can now send, receive, forward and reply to text messages (SMS) from MS-Outlook, Lotus Notes and Outlook Express thanks to an agreement with Empower Interactive and General Wireless.

Downloadable free of charge from www.orange.co.uk, Orange's PC Messenger Service lets subscribers send, receive, forward and reply to text messages directly from their MS-Outlook, Lotus Notes or Outlook Express using already established contact lists for both individuals and groups. Customers can be billed for the service through either post or pre-paid mobile phone accounts. In a first stage, the service will be available to SME subscribers. The service has already been implemented in Orange's U.K. and Belgium operations, with a roll out throughout the rest of the Orange Group planned for the next few months.

"This technology lowers the barrier of entry for innovative messaging services for the small to medium-sized company," said Manuel Kueffer from Orange Group. "Our PC Messenger Service is a simple and straightforward solution that enables our business customers to extend their ability to communicate without investment in new technology."

"We are very pleased that the Orange Group and Empower Interactive have chosen our technology for this new service. Our products are today proven as a stable solution for integrating PC's and text messaging. The very real business benefits of cost-effective PC to mobile phone communication are a driving force behind the acceptance of our technology", said Anders Hardebring, CEO of General Wireless.

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About General Wireless (www.generalwireless.com)

General Wireless provides user-friendly, two-way eSMS solutions to mobile operators for corporate and personal use. The company is a partner to Microsoft and IBM. Customers include mobile operators such as Telecom Italia Mobile, Vodafone, Orange and TeliaSonera.