

## **General Wireless' technology opens up new ways for PC users to communicate**

**Stockholm, October 11, 2004.** Following an agreement between Vodafone UK, Starhome and General Wireless, Vodafone's business customers can now send and receive text messages (SMS) in their MS-Outlook and Lotus Notes. This new service is based on General Wireless eSMS Executive solution.

Downloadable free of charge, the new service called Vodafone Text Centre allows Vodafone's business users to send text messages to any mobile phone directly from their MS-Outlook or Lotus Notes. They can also receive text messages sent from a mobile phone to their email inbox. Customers pay for sent messages via their monthly phone bill.

General Wireless' eSMS Executive technology opens up new ways for 500 million PC users to communicate with 1 billion mobile subscribers by converging the technologies of e-mail and text messaging into two-way eSMS. This new groundbreaking solution enables mobile operators worldwide to provide a user-friendly service to mobile subscribers, driving text messaging traffic.

"This is a breakthrough order for us. The real business benefits of cost-effective communication between PCs and mobile phones are the driving force behind the acceptance of our eSMS technology", said Anders Hardebring, CEO of General Wireless.

### **Contact:**

Anders Hardebring, Chief Executive Officer, General Wireless  
phone: +46 70 591 06 14, e-mail: [anders.hardebring@generalwireless.com](mailto:anders.hardebring@generalwireless.com)

### **About General Wireless ([www.generalwireless.com](http://www.generalwireless.com))**

General Wireless provides user-friendly, two-way eSMS solutions to mobile operators for corporate and personal use. The company is a Microsoft Office Marketplace partner in many countries as well as an IBM Partnerworld partner. Customers include mobile operators such as Telecom Italia Mobile, Vodafone, TeliaSonera, O2 and NetCom.

### **About Vodafone UK ([www.vodafone.co.uk](http://www.vodafone.co.uk) )**

Vodafone UK has 14.2 million customers and is part of the world's largest mobile community. The Newbury-based company offers a wide range of mobile voice and data communications. The Vodafone UK network covers 99% of the population and transmits over 17.5 million text messages every day. Vodafone UK was the world's first mobile operator to introduce international roaming, and currently offers its customers roaming on 400 networks in 169 countries.

In May 2004, Vodafone UK was ranked top for customer satisfaction in the UK's contract mobile phone sector in a survey by JD Power and Associates.