



09 Mobile Signs with TynTec for SMS Operations

International mobile operator outsource entire SMS capability to TynTec Managed Services Division

June 04th, 2007 – London, UK: 09 Mobile, the international roaming specialist operator, today announces a deal to outsource its global SMS capability to mobile messaging service provider TynTec. The deal will see the specialist operator, which focuses on providing low-cost worldwide roaming across 190 countries, outsourcing its entire SMS capability to TynTec's Managed Services Division.

The Icelandic mobile operator currently provides global travelers greatly reduced mobile calls across 190 countries, with no charges for receiving calls in 140 countries and worldwide accessibility on the same number. Under the deal TynTec will provide end-to-end management of all SMS services for this offering through TynTec's custom-built SMS platform and unique SS7 connections into the global GSM network.

This will allow 09 Mobile to take advantage of guaranteed high-quality SMS delivery throughout the world, without the complexity and cost of building proprietary SMS infrastructure. The company will be entirely reliant on TynTec's messaging platform and connectivity to handle SMS services. The TynTec solution is also robust enough to scale SMS volumes in line with demand for 09 Mobile's service.

Lárus Jónsson, CEO, of 09 Mobile, said: "The TynTec managed service offering is perfect for 09 Mobile as it provides us with an instant and reliable global messaging solution, without having to invest in our own messaging infrastructure.

"Because TynTec is a specialist messaging provider, we can offer our customers the best possible quality of messaging and operate safe in the knowledge that the infrastructure will scale as we continue to grow."

Michael Kowalzik, CEO, TynTec, said: "As a truly global operator with worldwide coverage at the centre of its offering, an instant large-scale SMS footprint is imperative for 09 Mobile. By signing this deal with TynTec they now have a messaging platform which can immediately meet all their needs, without massive initial investment.

"In addition to these obvious benefits TynTec also allows 09 Mobile to operate with the conviction that they are offering their customers the best possible quality of SMS, wherever they are in the world."

TynTec can deliver SMS worldwide through its portfolio of SS7 access agreements through partnerships with mobile operators. This allows network operators the ability to immediately extend their global SMS footprint across a number of territories.

About TynTec

TynTec is a mobile messaging service provider, offering powerful SMS functionality to operators, enterprises, aggregators, ISPs and message resellers. Through partnerships with mobile operators the company has unique, multiple points of



access into the deep level (SS7) mobile telecoms network, enabling it to offer a new level of quality in messaging services.

TynTec offers a range of services that leverage its network access including international SMS hubbing, outsourced operator messaging services and enterprise SMS.

TynTec works with a wide range of mobile operators and major global businesses including O2, T-Mobile, Accenture, British Airways and Google.

Products

IMT - International Messaging Transit (IMT) is an SMS hubbing technology – it facilitates the seamless global interoperability of SMS between operators without the need for hundreds of costly individual bi-lateral interoperability agreements

Managed services - TynTec's Managed Services enable operators of all sizes to outsource non-core technical activities such as long-number SMS reception, OTA, number range hosting and even the entire SMS-C

Enterprise SMS - TynTec's enterprise services division offers businesses carrier-grade SMS messaging, enabling them to use SMS in mission critical applications and corporate communications