

## Mox recruits former Sales Director of Rival USA based competitor

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Addition to the Mox management team facilitates increased focus on international markets

Ratingen, February 4th 2008 - Since the 1st January, Mr Eddie Last, who is based in London, England, joins the Mox Telecom Sales Team in the capacity of European Sales Director. In his role, Mr Last will be faced with the challenge of co-ordinating and expanding Mox's presence within the European Telecommunications markets. The board's intended and successful appointment of Mr Last, is mainly attributed to his proven track record within the distribution business across Europe in addition to his vast experience, not only in the UK but also across multiple European markets. Mr Last aims to channel the focus of the Mox Sales team, on consolidation and expansion of the Mox distribution network throughout Europe, whilst the management board will be turning it's attention, to growth areas around the globe, particularly within non-European countries.

Eddie Last is well known within the Calling Card sector, with more than 20 years business experience in the European Telecoms and Pre-Paid market. He is one of the most highly skilled and respected B2B Sales specialists in the industry and is an expert in tactical distribution. Before joining Mox, he worked amongst others, for American competitor IDT Global Ltd where he championed the expansion of the IDT Europe Pre-Paid Telecoms business from 3 to 15 countries. Due to his expertise in market and customer analysis, product development and launch as well as the development of new markets, he brings along the required experience and insight to push Mox's expansion plans in the right direction.

Mr Last will focus on optimizing business activity, by continuing to develop Mox's existing European Calling Card business whilst also spearheading the expansion of the company into geographies where it hasn't previously enjoyed a presence. The recently added UK market, being Mr Last's home turf, will be given particular attention due to his natural familiarity with it. In his new position, Mr Last will not only coordinate the team scores of Country Managers, who distribute captive goods locally but will also aim to streamline the customer-handling processes with the overall objective of improving the end-user experience.

The introduction of the 52 year old Last as Head of the European Sales Team, will enable the Management Board to turn it's attention to Mox's expansion plan within non-European markets, with immediate effect. Throughout Europe, Mox is represented directly by Sales Managers in 12 countries. Globally there are 20. The long-term business strategy is to increase the distribution network of the Mox Telecom engine throughout Europe, Central Asia and the Middle East in an effort to consolidate it's position as a truly Global Telecoms provider, with a clear-cut vision for the future.

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About Mox Telecom:

The Mox Telecom Group is a Global Telecoms provider in the business of developing needs-based telecommunication products, to facilitate low-cost, high-quality, International telephony. The company's focus is to meet the demand of target groups who have a requirement for affordable, operational and user-friendly Global Telephony. The company, founded in 1998, specialised early on in the development and sale of pre-paid telecommunication services and has since established itself as a leading provider in the market. Besides its main business activity, the calling card, the company has diversified, particularly in the area of cellular telephony. Alongside Germany and several other European countries, Mox operates successfully in USA, Canada, Australia, South Africa, Middle East and Southeast Asia.

For further information please visit [www.mox-ireland.ie](http://www.mox-ireland.ie).

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