

## Comverse Names Ten Finalists for its Third Annual Innovation Awards

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Winners Will Be Announced at the 2008 Comverse User Forum Next Week

New Delhi 30th May -- Comverse, the world's leading supplier of software and systems enabling network-based multimedia enhanced communication and billing services, today announced the top ten finalists for its Third Annual Innovation Awards. Five winners will be announced at the Comverse 2008 User Forum that will be held June 2-5 in Porto, Portugal.

The awards honor service providers who have creatively implemented a Comverse solution to achieve significant business results. Examples of innovative implementations include creative segmentation and marketing, unique technical deployments, outstanding launches and business models, significant increases in subscribers and revenues, and significant cost reductions. The awards program is organized in association with market research firm Yankee Group, in addition to other prominent figures in the telecom industry.

The ten finalists and their innovative use of Comverse solutions are:

- T-Mobile International, Germany, for a new standard voicemail by deploying Comverse Visual Voicemail on both new and legacy handsets via embedded device clients
- Airtel India for supporting its rapidly growing SMS services during peak times over geographically dispersed coverage territories by using the Comverse SMS Router
- Vodafone Italy for its implementation of a single platform to support multiple MVNOs using InSight™
- Max Telecom, Bulgaria, for its launch of carrier-class SIP-based voice services over WiMAX using MyCall® Converged Communications, IPCentrex and IP Trunking
- MegaFon and INcore, Russia, for the MegaFon ringback tone promotion implemented by INcore using Fun Dial™
- StarHub, Singapore, for its successful iCare self-service using Comverse Consumer Self-Service Suite
- Telstra, Australia, for its IT transformation with large-scale migration of legacy billing systems to one converged platform using Comverse Billing Solution
- Mobile TeleSystems, Russia, for its rapid implementation of Comverse Real-Time Billing Solution that included the migration of approximately 34 million subscribers in just 8 nights (over the course of a month) from four different legacy systems
- Orange UK for its approach to self-service as a unified solution (based on a single platform) using the Comverse Consumer Self-Service Suite
- Kyivstar, Ukraine for its distinctive multiple services environment and delivery using the Comverse Mobile Internet Gateway

“The finalists were selected in association with independent research firm The Yankee Group from a large pool of extremely qualified applicants representing a diverse cross-section of customers, spanning all regions, tiers and lines of business,” commented John Bunyan, Chief Marketing Officer at Comverse. “Their successful and innovative deployments reflect the versatility of Comverse's broad range of solutions, and underscore the inherent flexibility of our solutions to add significant value in support of the business needs of each operator. The Innovation Awards have become a highlight of our annual User Forum.”

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#### About Comverse

Comverse is the world's leading provider of software and systems enabling network-based messaging and content value-added services, prepaid, postpaid and converged billing and IP communications. Comverse solutions generate revenues, strengthen customer loyalty and improve operational efficiency for over 500 communication service providers in more than 130 countries. The company's Total CommunicationSM portfolio facilitates personalized lifestyles in an evolving connected world and is based on the InSight™ Open Services Environment. Comverse's solutions support flexible deployment models, including in-network, hosted and managed services, and can run on circuit-switched, VoIP, IMS and converged network environments. Comverse is a subsidiary of Comverse Technology, Inc. (CMVT.PK). For more information, visit [www.comverse.com](http://www.comverse.com).

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