



For Immediate Release

Contacts: Didem Karabatur
+1.203.445.2019
Didem.Karabatur@telenity.com

Telenity and Astelit Sign a Four Year Frame Agreement

Monroe, CT – February 16, 2009 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, announced today that Astelit, Ukraine's third largest mobile operator providing communication services under the life:) brand, chose Telenity's Canvas[®] CSP, Converged Services Platform including a content management system (CMS), common management and provisioning framework, third-party access and messaging gateways, and subscriber portal functionalities.

In addition to Canvas CSP, the four year frame agreement signed by Astelit and Telenity also includes voicemail system enhancements and capacity upgrades on advanced messaging solutions including SMSC, MMSC, and USSD Service Center. This multi-million dollar agreement is the result of long lasting trust and strong relationship Telenity has built with Astelit over the years. With this contract in place, Telenity now supports over 75% of life:)'s value added services (VAS) infrastructure.

"We are delighted to have signed this agreement to provide Astelit with our service delivery platform solution and capacity upgrades on a variety of messaging applications, " said Serif A. Beykoz, General Manager Europe, Middle East and Africa at Telenity. "Astelit is a growing operator with a customer base of around 11 million subscribers. With our proven advanced messaging applications and service delivery components, Astelit will be able to differentiate itself with innovative content services, supported by a reliable and high performance messaging infrastructure."

"We needed a flexible content management system capable of handling a wide range of enhanced value added data services for both of our prepaid and postpaid subscriber base. With their proactive approach, Telenity understood our needs and offered us a cost-effective and efficient solution that will help us support our subscribers now and in the future," said Tansu Yegen, General Director of Astelit.

Astelit Chooses Telenity's Service Delivery Platform Solution

Telenity's Canvas CSP, Converged Services Platform enables network operators and service providers to develop and deploy innovative services in accelerated periods with little overhead. Astelit will utilize the following components of Canvas CSP to offer content based advanced value added services to its subscribers:

- Content Management Server (CMS) - Provides a secure, flexible and comprehensive environment to aggregate, host and deliver content from multiple parties/sources
- Common Management and Provisioning Framework (CMPF) - Centralized and flexible data repository comprising platform, service, partner, subscription (personalization), identity, security, and policy management data as well as OAM&P aspects of it
- Access Gateway (XSGW) - Allows secure and policy-controlled single-point of access to the service enablers within the SDP environment
- Subscriber Portal - Provides Web/WAP interface to access content and services with enhanced personalization capabilities

About Astelit life :)

The Ukrainian mobile services operator Astelit life :) is the leading operator on the market in terms of new customers acquisition, serving 10,7 million subscribers (as of Q3 2008). Astelit life:) network covers the territory where 93,7% of population lives. Astelit life:) provides roaming opportunities in 168 countries via 411 roaming partners. The operator was the first in the market to introduce EDGE technology and today Astelit life:) offers large EDGE coverage – 64,6% of the current network's sites support EDGE. Astelit life:) offers high quality mobile services for all segments of the Ukrainian society. Currently the rational expenses for mobile communications are of great significance to any subscriber.

Astelit life:) offers its customers beneficial and transparent tariffs which grant freedom of communication and make the communication expenses predictable. 458 Astelit life:) customer care centers and exclusive sales points operate in 178 cities of the country. In addition to that, Astelit life:) subscribers can order Astelit life:) services through 34,600 non-exclusive shops.

About Telenity

Telenity is a leading provider of next generation converged services and applications for communications networks. Telenity's market ready software solutions include: integrated advanced messaging (SMS, MMS, USSD) applications, innovative value added services (personalized call management, mobile collect call, missed call notification, voice/video mail, multimedia ringback tones, location-based people finder); and reusable service delivery components (messaging gateway, 3rd party access gateway and location gateways) enabling rapid service creation and deployment. Headquartered in USA, Telenity's worldwide customer base includes network operators, service providers and application providers serving over 300 million customers. Telenity partners with global and regional network equipment providers, system integrators and computing platform manufacturers. Learn more about Telenity's Canvas[®] family of converged services solutions at www.telenity.com and download a copy of Telenity's online newsletter [Telescope](#).

Meet Telenity Executives at:

- Mobile World Congress 2009, February 16-19, Barcelona, Spain at Stand B151

Telenity and Canvas are registered trademarks of Telenity