



For Immediate Release

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

Telenity Acquires Construia

Acquisition Enhances Telenity's Mobile Marketing and Advanced Messaging Offerings

Monroe, CT and Barcelona, Spain – February 12, 2010 – Telenity (www.telenity.com), a leading provider of next generation value added services, messaging and mobile marketing solutions, announced today that it has acquired Construia, a young startup specializing in targeted mobile advertising platforms and applications. Following the acquisition, Construia's products will be integrated into Telenity's "Canvas" branded Mobile Marketing and Advanced Messaging product lines.

"This is a very exciting step for us," said Ahmet Ozalp, CEO of Telenity. "Construia's innovative technology enhances our capabilities in the mobile advertising market and nicely complements our messaging, service delivery and location based service offerings. We strongly believe in the very important role mobile operators play in the rapidly evolving world of mobile marketing and advertising, and we are gearing up to provide them with the most creative solutions to enable brands and agencies to take advantage of this rapidly growing segment in advertising."

Enver Altin, founder of Construia, who has joined Telenity as the Product Manager in charge of mobile marketing initiatives, stated, "We are thrilled to be part of a company with deployments in nearly forty countries over four continents. Integrating our products with Telenity's broad solutions portfolio allows us to offer new and exciting ways for mobile operators and advertisers to target and engage consumers in innovative ways."

Several of the new Construia products will be demonstrated in Telenity's booth at the upcoming Mobile World Congress, in Barcelona next week.

About Construia

Founded in 2008, Construia specializes in products and services, which facilitate management and delivery of advertising over mobile networks. Construia's mobile marketing platform taps into operators' subscriber databases and leverages traditional channels like SMS, MMS and USSD. This creates a consumer friendly and targeted engagement model in order to ensure the highest return on investment for advertisers.

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); mobile marketing platform and reusable service delivery components (messaging gateway, 3rd party access gateway and location gateway) enabling rapid service creation and deployment. Headquartered in USA, Telenity's worldwide customer base includes network operators, service providers and application providers serving over 400 million subscribers. 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 2010, February 15-18, Stand B151 in Hall1, Barcelona, Spain
- East AfricaCom 2010, April 27-28, Stand 4, Nairobi, Kenya

Telenity and Canvas are registered trademarks of Telenity.