



For Immediate Release

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

Datatronics
Cristina García del Rey
+34.91.386.3838
cristina.garcia@datatronics.es

Telenity and Datatronics Expand Their Partnership to Latin American Telecom Market

Telenity and Datatronics to Offer Messaging and Valued Added Services to Latin American Operators

Monroe, CT – March 25, 2009 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks and Datatronics (www.datatronics.es), a telecommunications value-added reseller in Spain, announced today that they have expanded their partnership to address Latin American telecom market. Under the new partnership, Datatronics will distribute Telenity's converged messaging and value added services (VAS) in Latin America in addition to Europe. Latin America's telecoms market remains among the high growth potential ones. According to industry analysts, the total mobile data VAS revenues will rise from \$4.5billion in 2008 to USD \$6billion in 2010, CAGR 31%. VAS accounts for 9% of the mobile services revenues in Latin America. Short Message Service (SMS) traffic continues to be the main component of data services, and today still accounts for 50% of mobile operators' non-voice revenues in Latin America.

The extension of an ongoing cooperation, this partnership will provide Latin American wireless operators with access to Telenity's converged messaging and VAS solutions with experienced localized support, system integration and maintenance services from Datatronics. Telenity and Datatronics already share a mutual successful history with Telefonica in Spain and similar partner success is expected to materialize in the Latin America's mobile market.

"Combining Telenity's global market experience and leading converged services solutions, and Datatronics' over 12 years of experience in providing systems integration to the telecommunications sector, this strategic partnership will bring next generation messaging and

Telenity and Datatronics Expand Their Partnership to Latin America

VAS that much closer to Latin America," said Oscar González, Vice President of Sales and Business Development at Datatronics Telecom.

"Latin American mobile market represents a great potential for messaging and VAS solutions. As we continue to increase our footprint in the region, it is crucial that we build the right partnerships to support our deployments and to ensure the success of our customers," said Enrique Gomez, Director of Sales, Americas and Telenity. "Datatronics has an excellent track record in system integration and in the region. Joining our solutions, as well as, our sales and market development teams together with Datatronic's system integration expertise will offer an ideal solution for mobile operators looking to enhance their services offering and increase their revenues."

About Datatronics

Datatronics is a VAR and System Integrator leading supplier of solutions for the fixed and wireless market, leveraging more than 12 years experience in telecoms networks and telecoms value added services. Datatronics Telecom Division provides technologies and solutions in the field of Signaling, Messaging, NGN & VoIP, Roaming, Interconnection and Mobile Video Services. Headquartered in Madrid, Spain, Datatronics has international business in EMEA and LATAM.

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 and Datatronics Executives at:

- CTIA Wireless 2009, Las Vegas, NV, USA at Stand 7502-C

Telenity and Canvas are registered trademarks of Telenity.