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Telenity Appoints Yogesh S. Bijlani as Vice President of Sales for Asia Pacific Region

Monroe, CT and India – January 23, 2009 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, announced today the appointment of Yogesh S. Bijlani as the Vice President of Sales for Asia Pacific Region. In his new role, Bijlani will be responsible for broadening Telenity's footprint in the region across Messaging, Value Added Services (VAS) and Service Delivery (SDP) solutions.

"Since we established our offices in India in 2005, Asia Pacific has been one of our key focus regions and to date we've had great success with strategic customers like BSNL and Airtel," said Roger Whitham, General Manager for Americas and Asia Pacific at Telenity. "Asia Pacific is a diverse and innovative marketplace. Yogesh's vast experience in technology and customer segments will be a tremendous asset as we further establish the Telenity brand as the preferred partner of service providers for next generation services."

"Telenity already has a solid reputation in India, as well as, in Eurasia and Middle East and Africa (MEA) for understanding customer needs and requirements and offering innovative services. We will take that message to the entire Asia Pacific region," said Bijlani. "We plan to capitalize on our relationships with regional partners in extending our reach into the region."

Bijlani's over 18 years of business and technical expertise includes regional management, sales and marketing of telecom network solutions in India and throughout South Asia. Having a mix of strategic insight, analytical mindset and a strong technical background, Bijlani has an acute understanding of the market needs for new services and technology deployments. Bijlani holds an MBA from Indira Gandhi National Open University (IGNOU) and Bachelors degrees in Electronics and Telecommunications from Pune University in India.

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Prior to joining Telenity, Bijlani was the Vice President of Sales for South Asia at Bharti Telesoft. He has also served as India Country Head for Veraz Networks and in executive sales and marketing management positions with UTStarcom, Lucent Technologies, Nokia, Star TV and Digital Equipment India.

Yogesh S. Bijlani and other Telenity executives will be available for meetings at Mobile World Congress 2009, 16-19th February, at Stand B151 in Barcelona, Spain.

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](#).

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