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Telenity Appoints Aydin Kendir as Senior VP Global Sales and Product Delivery

Feyyaz Atalay Joins Telenity as VP of Sales for Europe, Middle East and Africa

Monroe, CT – February 8, 2007 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, announced today the appointment of Mr. Aydin Kendir as Senior Vice President of Global Sales and Product Delivery, and Mr. Feyyaz Atalay as Senior Vice President of Sales for Europe, Middle East and Africa (EMEA).

Aydin Kendir comes back to Telenity and will head Telenity's global Sales and Product Delivery teams including pre-sales, sales, program management, product delivery and customer support. Placing increased focus on global customers, partners and alliances, Aydin will support the company's global expansion strategy. He will report directly to Dilip Singh, CEO at Telenity.

With over 15 years of industry experience, Feyyaz Atalay also comes back to Telenity and will lead the EMEA sales team to identify and drive targeted areas of growth in the region such as direct customers, partnerships and distribution channels, as well as drive the development and execution of Telenity's EMEA corporate strategy. He will report directly to Aydin Kendir.

"We are delighted to have Aydin and Feyyaz join our team. They both bring a wealth of experience to Telenity and they will be key contributors in building stronger partnerships with channels, alliances and customers," said Dilip Singh, CEO at Telenity. "We see tremendous demand for our converged services solutions globally especially service creation and delivery, location, integrated messaging and advanced services, including video ringback tones and

Aydin Kendir and Feyyaz Atalay Join Telenity Sales Team

video mail. With Aydin and Feyyaz's expertise and strong industry relations, we will continue to aggressively grow our presence in global markets".

Aydin Kendir's over 15 years of industry experience includes executive positions in sales and business development for wireless and wireline value added services and IP based next generation platforms. Kendir holds a BA degree in Economics from Bosphorus University in Istanbul, Turkey. Before Telenity, Kendir was the HP OpenCall Sales and Business Development Manager for EMEA region. Previously, Kendir held director of sales position for Eastern Europe, Middle East and Africa regions at Telenity. Prior to joining Telenity, Kendir held sales and management positions at Telular Group, Interfax, and Phoenix Wireless Group.

Most recently, Feyyaz Atalay held sales account manager position at Ericsson Turkey. Previously, Atalay was sales director at Telenity where he helped develop the company's sales team from its inception. Prior to Telenity, Atalay was with Ericsson as sales account manager for its wireless and wireline data networking where his team deployed to and supported the largest ISP in Turkey. Before Ericsson, Atalay held sales management and technical positions at Telsoft, Intelnet and Ortas. Atalay holds a BS In Electrical and Electronics Engineering from Hacettepe University in Ankara, Turkey.

About Telenity

Telenity is a leading provider of next generation converged services platforms and applications for communications networks. Telenity's IMS ready converged services solutions include: reusable service delivery and content components enabling rapid service creation, deployment and execution functionalities across multiple services and applications; location gateways; integrated messaging solutions; and value added services. Telenity's worldwide customer base includes network operators, service providers and application providers serving over 100 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](#).

Visit Telenity at:

- 3GSM World Congress, February 12-15, Barcelona, SPAIN
- 3G Mobile Eurasia, March 13-14, Istanbul, TURKEY

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