



For Immediate Release

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

Rengin Gundogdu
+90.212.468.2100
Rengin.Gundogdu@telenity.com

Dana Inan
+1.312.404.7140
Dana.Inan@telenity.com

Geocell, of Fintur Holdings BV, chooses Telenity and Sun for Georgia's Multimodal Value Added Services

Monroe, CT (September 7, 2005) – Telenity (www.telenity.com), a leading provider of differentiated value added services and delivery solutions that enable the programmability and convergence of the Internet, wireless and wireline networks, today announced that the Fintur Holdings BV (NASDAQ: SNRA) company, Geocell of Georgia, has chosen Telenity's Canvas[®] integrated suite of platforms and services for their GSM network. The contract spans Telenity's Canvas[®] Service Delivery Platform, Multimedia Messaging Service Center, Short Messaging Service Center, Voice Mail System, and voice supported services and applications. The services are deployed on servers from Sun Microsystems, a leading provider of hardware and software solutions serving Internet, wireless and wireline networks in more than 100 countries.

The initial new ringback tone service Geocell offered on Canvas CoolRings allows its end-users to set personalized greetings for callers. When a caller dials the CoolRings subscribers, he or she will hear pre-selected music or funny voice message chosen by the subscriber, rather than hearing merely a ring tone.

"Ringtones, ringback tones, games and wallpapers are part of what is driving revenue growth. Growth is really about new ways of thinking about both the hours and money that subscribers are spending on information, entertainment and business services," said Osman Turan, general

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manager of Geocell. "The Canvas SDP is powered by extraordinary service creation and execution environments that support open APIs. This all means we can have new services up in days or weeks, easily integrate them with messaging, location and media platforms, and offer top performance at bottom line prices."

"Canvas CoolRings high steps into personalized and affordable value added services", says Serif Beykoz, General Manager at Telenity Europe. "And with the Canvas SDP, Geocell leverages existing network assets because integration of management and support systems takes place only once. More significantly, Canvas SDP ensures that Geocell can create their own services, collaborate with service and content developers, and exercise new options to support a wide variety of business models, including resale and revenue sharing arrangements."

"Just as we led the advent of the advanced intelligent network, Telenity and Sun are allied at the forefront of giving operators new service creation, content provisioning, and development of scalable services that can be accessed from any place on any network at any time," says Dilip Singh, president at Telenity.

"It's all about services. Subscribers don't care who creates the services as long as they have choice, ease of personalization and can choose services and payment options on-demand," says Richard Schaefer, Telco Strategist and Marketing Manager, Sun Microsystems. "Together, we see networks converging allowing services to be fully portable across multiple networks, whether wireless, wireline, circuit-based or packet-based."

Sun and Telenity team together under Sun's Open Service Delivery Platform program. This partnership initiative helps telecommunications service providers rapidly and cost-effectively deliver new, differentiated revenue-generating consumer and enterprise services and evolve the necessary infrastructure to support them.

About Geocell

Visit Geocell at www.geocell.com.ge. Geocell is owned by Fintur Holdings BV, a Netherlands based company, is jointly owned by TeliaSonera and Turkcell, 58.55% and 41.45%, respectively. Listed on the NASDAQ stock exchange in the United States (NASDAQ: SNRA) and Europe's Stockholm and Helsinki stock exchanges, TeliaSonera is a leading provider of mobile and fixed telecommunications services in Sweden, Finland, Denmark, and the Baltic region. Listed on the NYSE stock exchange in the United States (NYSE:TKC) and the Istanbul stock exchange, Turkcell is Turkey's leading GSM operator and Europe's sixth largest GSM operator by subscriber numbers. Turkcell provides mobile voice and data services to subscribers throughout Turkey and neighboring states.

About Telenity

Telenity, headquartered in CT, USA, is a leading global provider of end-to-end services, applications and delivery platforms for wireless, wireline and next generation networks. Telenity's products include the Canvas® SDP, Service Delivery Platform, the Canvas iCON™ Intelligent Content Management Platform, messaging solutions (MMSC, UMS, SMSC, and F-SMSC), location enabling server and a variety of revenue generating applications. Telenity is a recognized expert in value added services differentiation by a worldwide customer base that includes wireless network operators, content providers, service application developers and global channel partners.

- Learn more about Telenity at www.telenity.com and download a copy of our special supplement, "Next Generation Services Now."

Join Telenity in September at:

- GSM MEGNA 2005, September 11-12, Dubai at Booth 92
- 3GSM World Congress Asia 2005, September 26-30, Singapore at Booth B17

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