



For Immediate Release

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

Geocell Picks Telenity's Video Ringback Tone (RBT) Solution for 3G Service

Geocell Celebrates its 10 Year Anniversary with Deployment of Canvas[®] VideoMail and Demonstration of One of World's First Video Ringback Tone Solutions

Monroe, CT – March 28, 2007 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, announced today that Geocell, mobile operator in Georgia and a joint venture company of Fintur Holdings BV, has chosen Telenity's next generation video-enabled Canvas[®] CoolRings™, personalized Video Ringback Tone application for deployment in its 3G network after a successful demonstration during its 10 year anniversary celebrations. Telenity also successfully deployed its Canvas VideoMail application in Geocell's network.

Ringback tones (RBT) replace the traditional ringing, busy or call waiting tones callers hear while waiting for their call to be answered. Canvas CoolRings takes personalized RBT to a new level by combining customizable video and audio content in a multimedia-rich way.

Subscribers of the Canvas CoolRings service can:

- Personalize their communications with a variety of multimedia content: music videos, celebrity clips, personal messages, infotainment clips or promotional messages
- Assign different video RBT to different callers or a groups of callers
- Select a variety of video RBT for their callers based on date, day or time
- Gift video content to other subscribers
- Receive flexible SMS notifications for new video content availability

Telenity Wins Video Ringback Tone Contract from Geocell

The user-friendly Canvas CoolRings supports Web, WAP, SMS, and Interactive Video Portal (IVP) interfaces. It supports numerous content types and can be integrated with Telenity's content management platform or a third party solution to allow secure and independent management of multiple content providers.

"We deployed the video mail service and successfully demonstrated first video RBT service for 3G network from Telenity during our 10th year anniversary," said Osman Turan, General Manager at Geocell. "We will continue to offer our subscribers best in class 3G services that improve their every day communications and allow them to personalize their mobile experience with video-rich content. Telenity has always been one partner we can trust on to provide us with such next generation value added services."

Haydar Kizildag, Chief Technology Officer added, "Thanks to the technological capabilities and expertise provided by Telenity, Geocell has proven its leadership position in technology and innovation in the region with ground-breaking value added services."

"Audio RBT continue to grow in popularity all around the world. Video RBT build on this momentum and allow operators to offer a medium for self-expression while increasing revenues and maintaining customer base," said Dilip Singh, CEO at Telenity. "Geocell is a valued customer and we are delighted to partner with them on 3G converged value added services."

Telenity will be showcasing a demo of its video RBT solution at CTIA Wireless 2007, March 27-29, in Orlando Florida at its partner BEA System's stand #875.

About Geocell

Geocell (www.geocell.com.ge) is owned by Fintur Holdings BV, a Netherlands based company, which is jointly owned by TeliaSonera and Turkcell, 58.55% and 41.45%, respectively. TeliaSonera is a leading provider of mobile and fixed telecommunications services in Sweden, Finland, Denmark, and the Baltic region. Turkcell is Turkey's leading GSM operator and Europe's third largest GSM operator by subscriber numbers. Turkcell provides mobile voice and data services to subscribers throughout Turkey and neighboring states.

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

Telenity Wins Video Ringback Tone Contract from Geocell

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](#).

Telenity and Canvas are registered trademarks of Telenity.

- 3 -