



For Immediate Release

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KKTCELL Selects Telenity to Launch Converged Value Added Services Infrastructure

Telenity Commercially Deploys its Canvas Ringback Tone and Messaging Services in KKTCELL Network

Monroe, CT. – (Business Wire) – March 07, 2007 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, announced today that KKTCELL, mobile operator in Northern Cyprus, has selected Telenity to provide converged value added services including personalized ringback tone (RBT) and converged messaging solutions to its customer base.

With Telenity's next generation Canvas[®] CoolRings[™], Personalized Ringback Tone service, commercially deployed in its network, KKTCELL now offers its subscribers the ability to replace the traditional ringing tones that their callers hear before a call is connected with personalized audio clips. The service capacity has doubled within the first two weeks of its successful launch. Benefits of Canvas CoolRings include:

- Support for voice and video in TDM and IP networks
- Rich personalization options per caller ID, groups, date and time, personal album, etc.
- Numerous user interfaces: WEB, SMS, IVR, Interactive Video Portal, WAP
- Flexible deployment models for different network types
- Flexible subscriber provisioning mechanisms

The existing RBT service from Telenity can be extended in the future to support video RBT in KKTCELL's 3G network.

KKTCell Chooses Telenity for Converged Value Added Services

Telenity also commercially deployed its converged messaging solutions including Canvas Multimedia Messaging Service Center (MMSC), Short Message Service Center (SMSC), VoiceMail and WAP Gateway in KKTCELL's network. Integrated on a common platform, Telenity's distributed, IP-based next generation messaging solutions support high performance and scalability and offer a cost-effective path to total convergence.

"At KKTCELL, we are committed to providing our customers with best of class services and latest developments of mobile communications to facilitate personalization, easy access to information and increased productivity in their daily communications," said Huseyin Babayigit, Assistant General Manager- Technical Operations at KKTCell. "And Telenity's Canvas converged solutions help us quickly create, personalize and deliver innovative value added services with interactive user experiences."

"We are delighted to partner with KKTCELL in implementing their value added services infrastructure to enable new voice and data messaging, and content services," said Dilip Singh, CEO at Telenity. "Integrated on a common platform, our Canvas converged solutions will support KKTCELL in rapidly and cost-effectively launching new revenue generating services that will boost adoption and increase average revenue per user".

About KKTCell

Kuzey Kibris Turkcell (KKTCELL) is the leading GSM operator which started providing its subscribers (in Turkish Republic of Northern Cyprus) with services as the 4th external subsidiary of Turkcell Communications Services PLC on August 3rd, 1999. It has increased the range of its services provided based on mobile voice and data transfer and quality, thus improved the number of its subscribers in time and its investments over the years. As of the end of 2006, Kuzey Kibris TURKCELL owns %75 market share in Turkish Republic of Northern Cyprus despite entering the market 4 years after its competitor.

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](#).

KKTCCell Chooses Telenity for Converged Value Added Services

Meet Telenity Executives at:

- 3G Mobile Eurasia, March 13-14, Istanbul, TURKEY
- CTIA Wireless, March 27-29, Orlando, Florida

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