



For Immediate Release

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

Rengin Gundogdu
+90.212.468.2132
Rengin.Gundogdu@telenity.com

Dana Inan
+1.312.404.7140
Dana.Inan@telenity.com

Ruediger Baumann to Head Telenity's London Office for Western Europe

Monroe, CT – (Business Wire) – January 13, 2005 – Telenity (www.telenity.com), a leading provider of value added service delivery platforms that enable the programmability of mobile and next generation networks, today announced the opening of its London regional office to meet rising demand in Western Europe, and the appointment of Ruediger Baumann as Executive Sales Director for Western Europe and South Africa.

"We see tremendous demand for messaging, location and other advanced services, including video services, as higher-tier handset penetration becomes the norm in Western Europe," says Dilip Singh, president at Telenity. "We are delighted to have Ruediger leading plans that go beyond merely capitalizing on our relationships with infrastructure vendors and expanding partnerships with large systems integrators to opening global support centers in the region.

"Let's face it, most people in Western Europe who want a mobile phone already have one, so success is now measured in the amount of non-voice revenue network operators get from each customer," says Ruediger Baumann. "Our London office marks a major expansion of Telenity's leadership in revenue generating messaging, location, entertainment and information services. Technology and network programmability is phenomenal, but the real pay off for network operators is new freedom to increase revenue by creating their own services, working in collaboration with application and service developers and even reselling these very lucrative data and enhanced services."

Ruediger Baumann to Head Telenity's London Office

Baumann's 30 years of business and technical expertise includes sales and engineering senior executive management, development and implementation of wireless and wireline systems throughout the region. Baumann holds Bachelors degrees in electrical engineering from the University of Luebeck in Germany and a business economics degree from the University of Hamburg, where he also studied law. Prior to joining Telenity, he was Vice President of Sales EMEA at ADC's billing division. He has also served in senior executive management and engineering positions with MID GmbH, Phillips AG, Tadicom Europe and Teledata GmbH.

About Telenity's London Office:

Contact: Ruediger Baumann
Executive Sales Director
Western Europe & South Africa
1 Ropemaker Street
London EC2Y 9HT, United Kingdom
Tel: +44.20.7153.1086
Fax: +44.20.7153.1186

About Telenity

Telenity, headquartered in CT, USA, is a leading global provider of end-to-end service delivery platforms and applications for mobile and next generation telecommunications 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. Telenity's products and solutions currently serve over 50 million subscribers worldwide. Learn more about Telenity's Canvas family of solutions at www.telenity.com.

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