

PRESS RELEASE

Mobile industry leader, WDSGlobal, opens office in New Zealand

From product and service testing to specialist end-user support, WDSGlobal to help domestic and regional mobile industry make the most from new technologies.

Auckland, New Zealand: 20th June 2008: WDSGlobal, the mobile industry's leading provider of subscriber lifecycle management and support solutions, has continued its international expansion with the opening of a new office in Auckland, New Zealand. It is the second new site opened by the company since the start of the year.

The company already has sites in Australia, Singapore, South Africa, Dubai, USA and the UK, where it is headquartered. With more than 1600 employees globally, WDSGlobal is recognised as an industry leader in the provision of mobile device management and support services on behalf of its mobile operator, handset manufacturer and mobile content provider customers.

The company is already engaged with Vodafone New Zealand, providing handset testing services and an over-the-air configuration platform that helps to set-up end-users' handsets for data services such as MMS.

"As a mature market our customers are keen to grow revenue from their existing end-users while minimizing subscriber churn", explains Andy Yule, General Manager WDSGlobal (Asia Pacific). "Today's mobile technologies deliver the opportunity for end-users to stay connected and enjoy multi-media content on the move. However, such advancements are often accompanied by a rise in complexity that can act as a barrier to usage and revenue. Our job is to help our customers deliver compelling products and services that meet end-user expectations for service and quality."

WDSGlobal offers a range of services, covering pre-launch testing through to continued support and maintenance. The company operates customer care centres across four continents, delivering specialist support for end-users on behalf of its mobile operator and handset manufacturer customers. It also provides a suite of mobile device management tools that allow these customers to remotely manage end-users' handsets over-the-air. Last year, more than 300 million handsets around the world were remotely set-up and configured using WDSGlobal's solutions.

"Our New Zealand site will work closely with our existing offices around the world to offer customers a truly global reach. We also hope to position the office as a testing gateway for Asian handset manufacturers looking for product assurance services within the global carrier networks that operate across Oceania and Asia," finishes Yule.

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About WDSGlobal

Since 1995, WDSGlobal has been focused on helping mobile operators, handset manufacturers and content providers meet their customers' expectations for service and quality. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal today offers the mobile industry's most complete solution for the management of subscribers, devices and services.

With over 1600 employees globally and dedicated support centers in the UK, USA, South Africa and Australia, no one gets a better view of the complete mobile user experience. Every day, WDSGlobal collects, validates and shares data about devices, services and user behavior, using it to feed GlobalMine™ - the industry's most comprehensive knowledge base and foundation for the company's portfolio of carrier-grade products and services.

The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK. For more information, please visit www.wdsglobal.com

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