



PRESS RELEASE

WDS ADDS NEW FACILITY IN TEXAS

Offering Managed Services on Behalf of the Wireless Industry, WDS Opens New Global Call Center Venue. Hundreds of New Jobs to be Created in 2010

CTIA® Wireless - Las Vegas, Nevada – March 23, 2010 - WDS, the wireless industry's leading provider of managed services dedicated to optimizing the mobile user experience, has continued its phenomenal growth with the opening of a new facility in Wichita Falls, Texas.

The company is already one of the largest private sector employers in Kirkland, WA and Boise, ID where its services include the delivery of technical support on behalf of many of the country's largest wireless carriers and handset brands. Wichita Falls will be the company's third site in North America and adds to an already impressive global footprint covering Europe, Africa, Asia and Australasia.

"Today's wireless services are becoming increasingly sophisticated, allowing consumers to communicate, be entertained and work on the move. We are seeing enormous growth across the industry as consumers realize the benefits of services such as mobile email and mobile internet," explains Gary Leake, chief operating officer at WDS. "Our job, working on behalf of some of the biggest brands in wireless, is to ensure that consumers are able to get the most from these new and exciting products and services."

"Wichita Falls will be critical in the expansion of our business and we believe that the dedicated and motivated workforce of well-educated professionals and the business environment that this community offers will help us to scale and better meet our customers' needs," finished Leake.

WDS plans to lease the former Avis/Budget call center facility on Airport Road in Wichita Falls, initially creating 240 full-time customer service, supervisor, and managerial positions, growing rapidly to about 700 employees. Wage rates will range from \$8 per hour to \$22 per hour with an excellent benefits package. To apply for a position, WDS requires all applicants complete an on-line application at <http://www.wds.co/careers>.

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About WDS

WDS is the wireless industry's only provider of specialist managed services dedicated to improving the user experience across the entire consumer lifecycle. The company's portfolio of platform-enabled tools and services stretches across

the wireless value chain to connect and optimize each stage of the consumer lifecycle. With more than 15 years of experience and a global footprint, WDS is the partner of choice for wireless carriers, handset manufacturers and service providers looking to transform their relationships with consumers. 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.

To find out more, please visit www.wds.co

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