



PRESS RELEASE

WDS PREPARES NTELOS FOR LAUNCH OF ANDROID SMARTPHONE

Kirkland, WA – July 15, 2010 - WDS has helped to secure the success of the first Android-powered smartphone to be offered to NTELOS subscribers. A suite of launch support tools and services helped the US wireless communication service provider optimize its retail and support operations in advance of launching the HTC Hero, mitigating the costs often seen with the launch of new smartphone products and operating systems. The Android-powered device is now an NTELOS best-seller, allowing the carrier to successfully couple the latest smartphone devices with unlimited 3G nationwide service.

WDS has been working with NTELOS since 2008, helping the mobile operator to manage the introduction of new devices onto its network. For the HTC Hero, NTELOS was keen to ensure that its customers were able to benefit from the full range of features offered by the Android operating system and that support costs for the device were managed. To achieve this, WDS deployed instructor-led training and e-learning tools to help retail staff better understand the benefits of the device and position it to consumers. Training was also delivered to customer care staff to improve support effectiveness. Web-based, interactive device simulators were deployed and made available for both NTELOS staff and consumers, allowing them to explore the device's key features and learn how to perform tasks such as mobile email set-up or access the Android Marketplace application store.

WDS's launch support services not only helped to better position the device for retail sales across all channels, but they also reduced the number of dissatisfied customers, support requests and expensive product returns typically associated with the launch of a new device and operating system.

"When new wireless technologies are launched, we often see a spike in support requests and product returns as both consumers, and the mobile operator's own customer-facing staff, struggle to navigate new and unfamiliar technologies," explains Gary Leake, Chief Operating Officer at WDS. "WDS looks to manage the complexity of new mobile products and services, helping mobile operator customers to maintain a high level of customer satisfaction."

"WDS contributed to our successful launch by providing digital tools and training aids for consumers and staff. Their partnership has helped accelerate training, and make the customer experience the very best it can be," said

David Coats, Vice President of Customer Care. “We will continue to use WDS in both pre and post launch scenarios.”

NTELOS was among the first US wireless carriers to launch the highly acclaimed Android-powered device with Google™ mobile services. Android-powered devices represent one of the fastest growing device segments in the wireless industry according to industry analyst IDC. By the end of 2013, the analyst predicts Android to be the second most populous operating system in the market (1).

The HTC Hero, based on the Android platform, developed by the Open Handset Alliance™ of more than 40 global mobile industry leaders, allows consumers access to thousands of the latest and most relevant wireless applications. The HTC Hero was the first phone to embody HTC Sense™ and has built-in Google mobile services with synchronization, including Google Search™, Google Maps™, Gmail™, Google Talk™, and YouTube™.

Android, Google, Open Handset Alliance, and Android Market are trademarks of Google, Inc.

1. IDC Worldwide Mobile OS 2009-2013 Forecast and Analysis (2010)

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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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