

FOR IMMEDIATE RELEASE

BITÈ GROUP SELECTS PRIME CARRIER SOFTWARE

Major carrier in Baltics uses ‘On-Demand’ software solution to support its business

Dublin, Ireland — January 15th 2007 — Prime Carrier Ltd., the market leader in the provision of ‘On Demand’ solutions for the global telecommunications and media industries, today announced that BITÈ Group, a fast growing telecommunications group in Lithuania and Latvia has selected Prime Carrier’s MOST products to support their business processes, in the areas of Dial Code and Rate Management, Routing, Switch and Sales Management.

This solution will be delivered through Prime Carrier’s ‘On Demand’ hosted environment, thus minimizing the operational & IT impact and accelerating the delivery of the solution’s benefits.

“Prime Carrier’s solution delivers to us a unique value-added solution to our business allowing us to continue our commitment to provide our customers with more options for international communications, at the same time protecting against the incorrect mapping of rates to destinations and loss making routes.” commented Jolita Kurtinaitienė, Interconnect & Roaming Manager, BITÈ Group. *“The advantage of having the advanced capabilities of the Prime Carrier product delivered as a ‘On Demand’ hosted service means that there is no additional cost of installation, commission, hardware or on-going maintenance – we only see the benefits that the Prime Carrier software is delivering to our bottom line in the form of net margin improvement and resource efficiency. The speed of implementation was impressive with go-live about 2 weeks from placing the order.”*

“Prime Carrier is delighted to add BITÈ Group to its rapidly growing list of customers. We are pleased that they have seen the significance and the benefit our software solution can deliver to carriers, from Dial Code and Rate Management, Routing, integration with their switch and support for the entire Sales process.” stated Roy Shelton, VP Global Sales, Prime Carrier. *“We believe that benefits of our market leading products are magnified when*

delivered as an 'On Demand' hosted service that significantly reduces implementation timescales and risks and delivers organizations accelerated margin benefits and saving significant manpower. Real-Time traffic processing functionality provided in the MOST product suite, where UDRs are collected from the network and processed to provide timely quality, cost, quality and margin metrics, gives organizations literally up-to-minute business information."

ENDS

Press Contact:

Simon Pepper - Director of Product Marketing, Prime Carrier Ltd.

Telephone: +353 1 631 1900

E-mail: simon.pepper@primecarrier.com

About Prime Carrier

Prime Carrier is the proven leader in 'On Demand' real time trading solutions for the Telecommunications and Media industries. The MOST solution is established as the industry standard platform for supporting inter-carrier trading. Uniquely delivered through Prime Carrier's on-demand service, our solutions empower customers world-wide to fundamentally differentiate and enjoy a sustainable competitive advantage in a highly competitive industry. For further information see www.primcarrier.com

Prime Carrier's **MOST Dial Code and Rate Manager** is the only product available today that is exclusively focused on an industry-wide problem that affects every single carrier irrespective of size, type or systems deployed. Some of these key business problems include Destination 'Cherry Picking', Invoice Disputes, Incorrect Rates used in downstream routing and billing systems and Ineffective Destination Management.

MOST Routing Manager contains a set of advanced routing algorithms that take account of the various inputs and business rules required to generate optimum routing plans for the customer's network. MOST Routing Manager is the only Routing Management product that offers different levels of routing sophistication, from LCR to Predictive routing which optimizes traffic over an entire network taking into account a wide range of user defined potential scenarios, while graphically displaying the routing choices.

MOST Network Configuration Manager is the most widely used product on the market to automate and optimize the process of network switch update. This product improves the speed and accuracy of updating the routing tables delivering tangible cash savings based on faster routing cycle times.

MOST Sales Manager is the only product available today that is exclusively focused on an industry-wide problem of exercising control over the Sales process. Prime Carrier has taken Carrier best practices and combined them with its deep industry knowledge to develop a solution that will ensure that the best price and highest margin can always be achieved but also delivers unprecedented flexibility, manageability and control to the Sales process.

About BITE Group

BITE Group is one of the largest telecommunications groups in Baltic countries. Founded in 2005, it consists of UAB Bitė Lietuva operating in Lithuania since 1995 and SIA BITE Latvija established in 2005. During the third quarter of 2006, the number of customers in “Bitė Lietuva“ network was 1.8 million up 27% compared to the same period last year. More information about BITE Group can be found at <http://www.bitegroup.net/>

###