

FOR IMMEDIATE RELEASE

**PRIME CARRIER LAUNCHES THE FIRST REAL-TIME TRADING
PLATFORM FOR WHOLESALE INTERCONNECT BUSINESS
PROCESSES**

Dublin, Ireland — January 8th, 2007 — Prime Carrier Ltd., the market leader in the provision of ‘On Demand’ software products for the global telecommunications and media industries, today announced the release of a set of individual modules that comprise the industry’s first Real-Time Trading platform to support the entire Interconnect business process. The functionality covers a wide range of complex business functions including management of dial codes & rates, purchasing, sales, bilateral agreements, route optimization, margin, traffic, quality & switch management and real time management information.

The MOST Products enable organizations to cost-effectively manage interconnect trading relationships more efficiently. Using Real-time processing of actual traffic data to provide quality, cost and margin information enables the production of an ‘actual vs. forecast’ analysis. This provides the information necessary to reduce costs, improve margins and measure call and carrier quality through a range of metrics. Simply, Prime Carrier’s MOST solution gives organizations total control of their business and allows them to trade safely and profitably.

The MOST product set is made up of the following modules:

- MOST Dial Code and Rate Manager
- MOST Sales Manager
- MOST Agreement Manager
- MOST Routing Manager
- MOST Network Configuration Manager
- MOST Quality Determination Manager

- MOST Real-Time Cost Manager
- MOST Real-Time Quality Manager
- MOST Real-Time Margin Manager
- MOST Mediation Manager

Prime Carrier's MOST products are uniquely delivered over the Internet as 'On Demand' applications, which overcome many of the barriers involved in deploying software solutions. Deploying 'On-Demand' computing gives companies an alternative to buying, building, and maintaining their own IT infrastructures. By using applications running on a world-class infrastructure and delivered via the Internet, companies can experience a decrease in the total cost of ownership saving up to 90% and dramatically reduce the implementation from months to just days. This accelerates the Return-on-Investment and allows carriers to focus on running their business, not on technology.

Prime Carrier's MOST products are already deployed with a number of carriers globally including 3C plc, Bellsouth, Brasil Telecom, BT Ireland, Cable & Wireless, COLT, Cosmoline, Euronode, JazzTel, KPN, KVH, MCI Asia, Ono, Orbitel, QTEL, RomTelecom, Samitel, Tele2, Telecom Egypt, Telstra UK, TelstraClear and Vox Mundi Telecom.

"The MOST product suite represents a complete Real-Time approach to the entire Inter-carrier trading process. This innovative approach, backed by the unique delivery through our on-demand environment, ensures that organizations have total control of their business allowing them to scale with increased revenues and improved margins, but while trading safely with reduced overall risk." explained Geoff Butcher, CEO Prime Carrier *"Without a sophisticated software product set to manage the Interconnect trading process a carrier will experience difficulties in analyzing rate sheets, determining carrier ranking for destinations, generating optimized routing plans, updating switches, determining and setting the Base Costs and applying formal margin management."*

"The Real-Time traffic processing functionality provided in the MOST product suite, where CDRs are collected from the network and processed to provide timely quality, cost and margin metrics, gives organizations literally up-to-minute business information. This will show them

how their business is performing in terms of actual costs & margins. In addition the products monitor and report, in Real-time, on a comprehensive set of quality metrics. For carriers with complex commercial business arrangements the MOST products also provides sophisticated storage, analysis and monitoring of these agreements, enabling carriers to manage and scale their businesses more effectively with reduced risk.” stated Frank Reen, Head of Product Management, Prime Carrier. *“No other product set brings the depth of understanding and application to interconnect trading processes, is as comprehensive in its capabilities nor delivers such unprecedented flexibility, manageability and control to the entire process.”*

For further information on the MOST products please see the Prime Carrier web-site at http://www.primecarrier.com/solutions_cat.asp?id=1

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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.primecarrier.com