

**FOR IMMEDIATE RELEASE**

**PRIME CARRIER LAUNCHES FIRST TRAFFIC BASED MANAGEMENT  
SYSTEM FOR SMALL AND MID-SIZED CARRIERS**

**Provides detailed visibility of the business's operations on a daily basis,  
enabling improvement in all commercial aspects**

**Dublin, Ireland — April 18<sup>th</sup>, 2007** — Prime Carrier Ltd., the market leader in the provision of 'On Demand' solutions for the global telecommunications and media industries, today announced the release of the MOST Carrier Management System, a revolutionary solution for managing a carrier's business more effectively.

By combining a number of individual, already market leading and proven products, Prime Carrier's MOST Carrier Management System delivers a complete solution that enables wholesale carriers manage their business more effectively by providing the following:

- Detailed analysis of the dynamics of the wholesale business on a daily basis, through a greater visibility of cost and margin.
- Improving the comparison and selection of supplying carriers and therefore strengthening a carrier's overall procurement capabilities
- Maintaining minimum selling prices for all destinations preventing the introduction of loss making routes
- Generation of sophisticated routing plans quickly and easily

The cost and margin analysis is delivered through market leading analytic reporting technology which provides daily reports and analysis of business operations based on actual traffic information gathered from the carrier's network.

*Prime Carrier announces MOST Carrier Management System*

MOST Carrier Management System, as with all of Prime Carrier's products, is uniquely delivered through Prime Carrier's 'On Demand' environment. This overcomes many of the barriers involved in deploying software solutions. '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 over the Web, companies can experience a decrease in the total cost of ownership saving up to 90% and dramatically reduce the implementation from months to days. This accelerates the Return-on-Investment and allows carriers to focus on running their business, not on technology.

*"Prime Carrier's products enable carriers to more efficiently and cost-effectively manage inter-carrier trading relationships. Simply put, Prime Carrier's solutions gives Carriers total control of their wholesale business and allows them to trade safely, effectively and profitably. The MOST Carrier Management System provides carriers with detailed, timely and accurate Management Information to improve underlying financial results. This will substantially increase the speed, control and efficiency of a carrier's business processes and will enable improved cost and margins across all of its destinations and customers"* explained Geoff Butcher, CEO Prime Carrier.

*"With this product, Carriers can have daily, answers to some fundamental business questions which otherwise may only be provided through the normal monthly Interconnect Billing cycle. These include: Do you know which of your destinations are profitable and which are making a loss? Do you know how much you are spending with your supplying carriers on a daily basis? Do you know which customers are currently generating the most revenue?"* stated Frank Reen, Head of Product Management, Prime Carrier. *"With this level of detailed, accurate and timely management information, carriers can confidently scale and grow their business in a controlled manner with visibility on the operations on a more regular basis than just at month end."*

For further information on the MOST Carrier Management System product please see the Prime Carrier web-site at [http://www.primecarrier.com/solutions\\_product.asp?id=41#](http://www.primecarrier.com/solutions_product.asp?id=41#)

**ENDS**

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*Prime Carrier announces MOST Carrier Management System*

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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.primcarrier.com](http://www.primcarrier.com)

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