

**FOR IMMEDIATE RELEASE**

**PRIME CARRIER EXTENDS MARKET LEADERSHIP WITH NEW  
RELEASE OF DIAL CODE AND RATE MANAGEMENT SOLUTION**

**Dublin, Ireland — January 29<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 a new release of its market leading Dial Code and Rate Management product.

Prime Carrier’s MOST Dial Code and Rate Manager is the only stand alone product available that is exclusively focused on solving the major industry-wide problems that affects all wholesale carriers including:

- Inability to select in Real time the most effective rates
- Instant identification of all Dial Code mismatches to prevent routing errors and to identify revenue & margin opportunities
- Prevention and resolution of Invoice Disputes
- Prevention of use of Incorrect Rates used in downstream routing and billing systems
- Haphazard Destination Management

New functionality in this release includes **Multiple Destination types**; user definable **Time-of-Day and Charge Period definitions**; automatic **Full Code List generation**; **Multi-Dimensional Mapping Browser** and sophisticated **Ranking Policy Options** to support multiple business models.

MOST Dial Code and Rate Manager, as with all of Prime Carrier’s products, are 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

## *Prime Carrier announces MOST Dial Code and Rate Manager 6.0*

the implementation from months to days. This accelerates the Return-on-Investment and allows carriers to focus on running their business, not on technology.

MOST Dial Code and Rate Manager Release 6 is already deployed with a number of carriers globally.

*“Prime Carrier’s products enable carriers to more efficiently and cost-effectively manage inter-carrier trading relationships. Simply put, Prime Carrier’s MOST solution gives Carriers total control of their wholesale business and allows them to trade safely, effectively and profitably. The functionality enhancements we have made to MOST Dial Code and Rate Manager are focused on helping carriers generate immediate and tangible savings whilst being able to grow their revenues safely therefore accelerating their Return-on-Investment.”* explained Geoff Butcher, CEO Prime Carrier.

*“With this release Carriers can model multiple destination lists reflecting their business processes as well as additional flexibility in how they manage their destinations including maintaining multiple Procurement or Sales destination lists. Enhanced Time-of-Day and Charge Period definitions gives flexibility to accurately match the Charge periods defined by suppliers. This ensure that the carrier has a complete, dynamic and real time view on their destinations and supplier offers and is able to support multiple business models.”* stated Frank Reen, Head of Product Management, Prime Carrier.

For further information on the MOST Dial Code and Rate Manager product please see the Prime Carrier web-site at [http://www.primecarrier.com/solutions\\_product.asp?id=25](http://www.primecarrier.com/solutions_product.asp?id=25)

**ENDS**

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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

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sustainable competitive advantage in a highly competitive industry. For further information see [www.primecarrier.com](http://www.primecarrier.com)

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