

**FOR IMMEDIATE RELEASE**

**PRIME CARRIER LAUNCHES NEXT GENERATION DIAL CODE AND  
RATE MANAGEMENT SOFTWARE**

**New Approach and Unique delivery to the problem of Dial Code and Rate  
Management**

Dublin, Ireland — October 5th, 2005 — Prime Carrier Ltd., a market leader in the provision of solutions for the international wholesale carrier-to-carrier and retail telecommunications markets, today announced its Next Generation Dial Code and Rate Management product - MOST Dial Code and Rate Manager 5.0 – representing a new approach in the Wholesale Telecommunications industry and employing innovative technology for the effective management of Dial Codes and Rates.

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 Haphazard Destination Management.

Prime Carrier has taken Carrier best practices and combined them with its deep industry knowledge to develop the most comprehensive Dial Code and Rate Management solution available. This is uniquely delivered over the Internet as a 24/7 hosted environment, as a managed service or can be supplied under a traditional software license.

By adopting this approach Prime Carrier can overcome many of the barriers involved in deploying software solutions as it requires no CAPEX budget spend, gives an immediate Return on Investment and does not require the carrier to undertake a lengthy deployment project nor make any changes to their organization's business processes.

MOST Dial Code and Rate Manager empowers negotiation of the best rates available for international voice minute termination, prevents lost revenue and margin due to incorrect or inappropriate selection of rates and identifies where destination routes can be extended. It offers the following benefits:

- **True ‘Code-to-Code’ Analysis** – This provides an easy comparison between carriers through a unique code level analysis. This deep level process is currently impossible on paper or using spreadsheets due to the sheer number of codes. This process removes the risk of incorrect mapping of rates to destinations. Any changes made to the analysis view or the underlying data is instantly reflected and the view updated.
- **Next Generation Dynamic Mapping** - Any mapping made between destinations, codes and carriers is dynamically generated. Unlike static mapping, mapping changes are easily applied and updated reflecting real-world business dynamics
- **‘One Touch’ Rate sheet upload process** - Auto-processing of multiple rate sheets in multiple formats provides consistent data management and presentation which saves significant manpower.
- **Rate Sheet Repudiation** – This provides accurate information to cross reference quoted rates against invoiced traffic to significantly reduce invoice disputes.
- **Accurate Destination Management** - Breakout Analysis of granular routing opportunities to reduce costs to improve margin and grow traffic.

*“MOST Dial Code and Rate Manager represents a radically new approach to the Wholesale Telecommunication market by Prime Carrier. This innovative approach, backed by unique delivery options delivers immediate cost savings to any carrier solving the escalating ‘Data Mountain’ problem of Rate information, caused as carriers issue Rate sheets incorporating rate and code changes on an increasing basis.”* explained Geoff Butcher, CEO Prime Carrier.

*“Over the last 5 years this market has seen enormous challenge and change culminating in an even greater need to focus on managing the business fundamentals. Carriers have previously addressed this by deploying complete ‘End-to-End’ systems to automate the process. This approach has largely failed to deliver the expected benefits, as organizations struggle with the business process changes necessary. The fundamental need to manage the increasing data*

*Prime Carrier announces MOST Dial Code and Rate Manager 5.0*

*mountain has however not changed. By working closely with the world's leading carriers we have listened and learnt. MOST Dial Code and Rate Manager takes a fresh approach to solving the existing Wholesale carrier problems, allowing a carrier to simply deploy a solution to solving a specific need without significant effort or expenditure that generates immediate and tangible savings." stated Vincent Browne, Founder, Prime Carrier. "MOST Dial Code and Rate Manager is the first product specifically developed to focus and solve the most important issue of understanding what rates apply to what traffic and how best to use them. No other product brings the depth of understanding and application to this problem, is as comprehensive in its capabilities and as easy to use."*

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**

**Press Contact:**

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

Telephone: +353 1 631 1900 E-mail: [simon.pepper@primecarrier.com](mailto:simon.pepper@primecarrier.com)

**About Prime Carrier**

Prime Carrier provides best of breed software solutions to both the Retail and Wholesale telecoms market. The MOST products optimize margin for the international wholesale carrier-to-carrier market and enable carriers to more efficiently and cost effectively manage relationships between carriers for network traffic. The AM-BEO products accelerate the creation of revenue from network services and improve partner revenue settlement for retail communication providers, content owners & aggregators. For further information see [www.primecarrier.com](http://www.primecarrier.com)

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