

FOR IMMEDIATE RELEASE

**PRIME CARRIER LAUNCHES NEW RELEASE OF CARRIER SALES
MANAGEMENT SOFTWARE**

Dublin, Ireland — March 5th, 2007 — Prime Carrier Ltd., the market leader in the provision of ‘On Demand’ solutions for the global telecommunications and media industries, today announced the next major release of its market leading MOST Sales Manager product.

Prime Carrier’s MOST Sales Manager is the only product available today that is exclusively focused on the industry-wide problem of supporting the inter-carrier Sales process. Within this process the seller has to define the base costs of the minutes sold, set margins to create profitable offer prices, compare these against any target rates issued by customers and generate a competitive offer that protects against loss making routes and supports the increasing use of portfolio pricing.

The selling carrier requires sophisticated solutions to speed up the production of rate sheets and to prevent errors resulting in lost revenue, low and sometimes even negative margins and invoice disputes.

New features in this release includes additional functionality for **Historical Cost Plan calculations and comparisons**; user **Configurable Quote Output formats**, improved support for **Multiple Time periods** and **Multiple Currencies per Carrier**.

MOST Sales Manager, as with all of Prime Carrier’s products, is uniquely delivered through Prime Carrier’s ‘On Demand’ environment, which 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 via the Web, companies can experience a decrease in the total cost of ownership saving up to 90% and dramatically reduce the implementation from

Prime Carrier announces MOST Sales Manager 6.0

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

MOST Sales Manager Release 6 is already deployed with a number of carriers globally.

“MOST Sales Manager presents a real time overall view of the entire Sales process between carriers. This innovative functionality, ensures that the best price and highest margin can always be achieved, with the very minimum levels of operational impact to the organization” explained Geoff Butcher, CEO Prime Carrier *“Without a sophisticated software product to manage the Sales process, a carrier will experience difficulties in determining and setting the Base Costs, a lack of formal Margin Management, an inability to understand Customer Target Rates, ineffective Quote Management and Contractual Processing, and will suffer from significant Invoice Disputes with other carriers.”*

“With this release Carriers can now view in greater detail and in real time the achieved sales price, actual revenue and margin for the destinations sold, over a required time period, further helping the carrier determine base costs while ensuring that they are not introducing loss making routes and are reaching their desired margin levels. Multiple charge period definitions per Carrier destination, gives the maximum flexibility to the carrier to offer the best price for a destination over changing time periods.” stated Frank Reen, Head of Product Management, Prime Carrier. *“MOST Sales Manager, is the only product specifically focused on evaluating all the variables involved in generating sales prices, driving revenues and protecting margins. No other product brings the depth of understanding and application to this problem, is as comprehensive in its capabilities and delivers unprecedented flexibility, manageability and control to the Sales process.”*

For further information on the MOST Sales Manager product please see the Prime Carrier website at http://www.primecarrier.com/solutions_product.asp?id=30

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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