

FOR IMMEDIATE RELEASE

**ROMTELECOM SELECTS PRIME CARRIER SOFTWARE**

**Romania's incumbent operator undertakes delivery of software solution to support its entire Wholesale business processes.**

Dublin, Ireland — April 3rd, 2006 — Prime Carrier Ltd., a market leader in the provision of solutions for the international wholesale carrier-to-carrier and retail telecommunications markets, today announced that ROMTELECOM, the leading wireline provider in Romania, has selected Prime Carrier's software solution to provide support in a number of areas of their wholesale business processes.

ROMTELECOM is the most important telecommunications company in Romania, with a wide portfolio of basic and advanced services provided at the highest quality standards.

Prime Carrier's modular software suite for the wholesale market automates and streamlines carrier-to-carrier business operations. It supports a wide range of complex business functions including management of dial codes and rates, purchasing, sales, bilateral agreements, route optimization, call quality and switch management. These solutions enable carriers to more efficiently and cost-effectively manage inter-carrier trading relationships. Prime Carrier extends this with real-time processing of actual traffic data to provide quality, cost and margin management with an 'actual vs. forecast' analysis to reduce costs, improve margins and measure call and carrier quality through a range of metrics and statistics, as network information is made available.

ROMTELECOM will benefit from usage of Prime Carrier's software in the following areas:

- Dial Code and Rate Management providing Automated Rate-sheet import through Prime Carrier's unique 'One-Touch' upload process providing consistent data presentation, identifies inconsistencies and exceptions, highlights areas of risk and opportunities in incorrect mappings and significant manpower savings.

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- Real-Time traffic data correlation by processing of network traffic information in the form of real-time CDR processing to allow business decisions relating to cost impact information is as accurate and ‘up-to-the-minute’ as possible.
- Intelligent Routing which is based on all factors from cost, capacity and quality to ensure an optimal usage of network resources.

*“Prime Carrier’s solution deliver to us a unique value-added solution to the wholesale business problems we are currently experiencing including Destination ‘Cherry Picking’, where the incorrect mapping of rates to destinations leads to lost revenue and margin.”, explains Sietse Lettinga, General Manager Wholesale Division, of ROMTELECOM SA.. “Once the Carrier Ranking is performed, a series of Routing Analysis is undertaken using Traffic information which is obtained in Real-Time, ensuring that the data is up-to-date and therefore reducing any risk in the business decision. The Routing plan is then easily and accurately applied to our Switch environment. As such we see the benefits that the Prime Carrier software will deliver to our bottom line in the form of net margin improvement and resource efficiency.”*

*“Prime Carrier is delighted to add ROMTELECOM SA to its growing list of customers. We are pleased that they have seen the significance and the benefit our software solution can deliver to Wholesale carrier, from Dial Code and Rate Management, Real-Time traffic information and Advanced Route planning.” stated Geoff Butcher, CEO, Prime Carrier. “We believe that the MOST Products are market leading in this area, delivering organizations real margin benefits and saving significant manpower.”*

## **ENDS**

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### **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)

**About ROMTELECOM**

ROMTELECOM is the largest telecommunication company in Romania. The company is owned 54% by OTE International, a fully owned subsidiary of OTE Greece, and 46% by the Romanian state. ROMTELECOM provides telecommunication products and services that address the needs of Romanian consumers and business customers. Key services include fixed voice, leased lines, intelligent network services, ADSL and data services, among others. By end of 2005 the company had an installed base of approximately 3.95 million phone lines. For more information visit ROMTELECOM at [www.romtelecom.ro](http://www.romtelecom.ro).

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