

**FOR IMMEDIATE RELEASE**

**SAMITEL SELECTS PRIME CARRIER SOFTWARE**

Dublin, Ireland — February 6th, 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 Samitel Ltd., a leading global Wholesale voice provider has selected the recently launched MOST Dial Code and Rate Manager product to perform Destination Code and Rate management for their organization.

Samitel Ltd is focused on providing service and support of the highest quality at the most competitive rates providing access to the emerging Countries. They continually strive to provide top quality telephony regardless of destination, operating a vast footprint throughout the world, in fact one of the most extensive networks available which currently delivers service to over 250 destinations.

Samitel will use MOST Dial Code and Rate Manager to assist with the management of its carrier destinations and codes identifying the best rates and additional destination breakouts available and generation of a Least Code Routing plan, to be used within their switches. 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 Ineffective Destination Management.

*"Prime Carrier's MOST Dial Code and Rate Manager product offers our organization a unique value-added solution to business problems Wholesale Carriers are currently experiencing including Destination 'Cherry Picking', where the incorrect mapping of rates to destinations leads to lost revenue and margin.",* explains Ahmed Farah, CEO of Samitel. *"MOST Dial Code and Rate Manager provides a level and quality of analysis that is not possible using manual*

## *Samitel selects Prime Carrier software*

*processes or spreadsheets. Furthermore, we are able to identify incorrect and inappropriate codes in carrier's Rate sheets and also identify where a more granular destination code would result in increased savings and revenues."*

*"Prime Carrier is delighted to add Samitel to its growing list of customers for this exciting new product. We are pleased that they have seen the significance of our next generation Dial Code and Rate Management software, which offers carriers the ability to negotiate better rates for voice traffic and protect against lost revenue and margin through incorrect or inappropriate rate & carrier selection." stated Geoff Butcher, CEO, Prime Carrier. "We believe MOST Dial Code and Rate Manager is the only product that can solve the escalating 'Data Mountain' of Rate information, caused as carriers are issuing Rate sheets incorporating rate and code changes on an increasing frequency."*

**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 Samitel**

Samitel Ltd has a wealth of knowledge, understanding and experience in the Telecom Industry, and together with our professional approach and no-nonsense attitude, committed to helping your business succeed. We have the knowledge and expertise to guide your business through today's highly complex communications environment. Supporting us are dedicated support personnel, all of whom are equally dedicated to serving our customers around-the-clock. With our Trans-continental network, we are confident, that once you use us, you won't need to look elsewhere for a service provider to meet your needs for carrying and supporting your voice traffic. For further information see [www.samitel.com](http://www.samitel.com)

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