

FOR IMMEDIATE RELEASE

TELE2 CHOOSES PRIME CARRIER SOFTWARE

Europe's leading alternative telecoms operator selects 'On-demand' software solution to support Wholesale business processes

Dublin, Ireland — July 10th, 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 Tele2 AB, Europe's leading alternative telecoms operator, has selected Prime Carrier's MOST™ software solution to support its wholesale processes and streamline carrier-to-carrier business operations.

This solution will be delivered as an 'On Demand' hosted service to Tele2, minimizing the operational & IT impact and accelerating the delivery of the solution.

Tele2, who strives to offer the market's best prices was formed in 1993, is now the leading alternative pan-European telecommunications company offering fixed and mobile telephony, as well as data network and Internet services, to more than 30 million customers in 22 countries.

Prime Carrier's modular software suite 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.

Prime Carrier's software delivers benefits 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.
- 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.
- Support for the entire Sales process between carriers, providing the features necessary to evaluate the variables involved in generating sales prices, driving revenues and protecting margins to ensure that traffic sold to other carriers is profitable.
- Generation of Routing which is based on all factors from cost, capacity and quality to ensure an optimal usage of network resources.
- An automated and optimized network switch update process, offering improved speed and faster routing cycle times.

"Prime Carrier is delighted to add Tele2 to its rapidly 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 benefits of our market leading products, are only magnified when delivered as an 'On Demand' hosted service that significantly reduces installation, licensing, hardware and on-going maintenance costs in this area and delivering organizations accelerated margin benefits and saving significant manpower."

ENDS

Press Contact:

Simon Pepper
Director of Product Marketing, Prime Carrier Ltd.
Telephone: +353 1 631 1900
E-mail: 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

###