

FOR IMMEDIATE RELEASE

UPC SELECTS PRIME CARRIER

European Cable operator uses ‘On-Demand’ software solution

Dublin, Ireland —April 7th, 2008 — Prime Carrier Ltd., the market leader in the provision of ‘On Demand’ solutions for the global telecommunications and media industries, today announced that, UPC Broadband has selected Prime Carrier’s MOST products to support their international call traffic business.

UPC Broadband division is active in 10 countries in Europe offering video, broadband Internet access and telephony services to nearly 10 million customers. UPC Broadband operates cable networks in Western Europe (the Netherlands, Switzerland, Austria, and Ireland) and Central and Eastern Europe (Poland, Hungary, Romania, Czech Republic, Slovakia and Slovenia).

Prime Carrier’s MOST products enable organizations to cost-effectively and efficiently manage interconnect trading relationships. Real-time processing of traffic data provides quality, cost and margin information enabling the production of an ‘actual vs. forecast’ analysis. This fundamentality reduces costs, improves margins and measures call and carrier quality through a range of metrics.

This solution will be delivered through Prime Carrier’s ‘On Demand’ hosted environment, thus minimizing the operational & IT impact and accelerating the delivery of the solution’s benefits.

“Prime Carrier is delighted to add UPC as the latest addition to over 70 ‘On Demand’ hosted Customers worldwide. We are delighted that UPC has seen the significant benefits our software solution can deliver to a carrier.” stated Geoff Butcher, CEO Prime Carrier. *“We believe that benefits of our market leading products are magnified when delivered as an ‘On Demand’ hosted service because this significantly reduces implementation timescales and risks, delivers organizations accelerated margin benefits and saves significant manpower. The Real-Time*

traffic processing functionality provided in the MOST product suite, where UDRs are collected from the network and processed to provide timely quality, cost, quality and margin metrics, gives organizations vital up-to-minute business information to enable them to make much more informed decisions.”

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 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.primcarrier.com

###