

**FOR IMMEDIATE RELEASE**

**VOX MUNDI TELECOM SELECTS PRIME CARRIER SOFTWARE**

**Emerging VoIP carrier in South-East Europe uses ‘On-Demand’ software solution to support its business**

**Dublin, Ireland — November 6th, 2006** — Prime Carrier Ltd., the market leader in the provision of ‘On Demand’ software products for the global telecommunications and media industries, today announced that Vox Mundi Telecom, a fast growing VoIP telecommunication company has selected Prime Carrier’s MOST products to support their business processes, in the areas of Dial Code and Rate Management, Routing Management and Sales Management.

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.

Vox Mundi offer Integral VoIP solutions for enterprises, ITSPs, wholesale and calling card providers, with a dynamic A-Z traffic exchange and World-wide coverage of direct routes. They 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. MOST Sales Manager will be used to determine the base cost of the traffic, apply margins to determine selling prices, ensuring that loss making routes are not introduced. MOST Routing Manager will generate a Least Cost Routing plan, which will be used to update Vox Mundi’s switches.

*“Prime Carrier’s solution delivers to us a unique value-added solution to our business problems allowing us to continue our commitment to provide our customers with more options for international communications, at the same time protecting against the incorrect mapping of rates to destinations and loss making routes.”* commented Zeljka Lopic, General Manager of Vox Mundi Telecom. *“The advantage of having the advanced capabilities of the Prime Carrier*

*product delivered as a 'On Demand' hosted service means that there is no additional cost of installation, commission, hardware or on-going maintenance – we only see the benefits that the Prime Carrier software is delivering to our bottom line in the form of net margin improvement and resource efficiency.”*

*“Prime Carrier is delighted to add Vox Mundi Telecom 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 carriers, from Dial Code and Rate Management, Routing Management and support for the entire Sales process.”* stated Roy Shelton, VP Global Sales, Prime Carrier. *“We believe that benefits of our market leading products are magnified when delivered as an 'On Demand' hosted service that significantly reduces implementation timescales and risks and delivers organizations accelerated margin benefits and saving significant manpower.”*

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**About Prime Carrier**

Prime Carrier is the market leader in providing 'On Demand' solutions to the global telecommunications and media industries. The solutions allow both fixed and mobile operators to rapidly and securely grow revenue and improve margins.

Prime Carrier's MOST products support the entire Wholesale business process, and enable carriers to more efficiently and cost effectively manage interconnect relationships 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)

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.

MOST Routing Manager contains a set of advanced routing algorithms that take account of the various inputs and business rules required to generate optimum routing plans for the customer's network. MOST Routing Manager is the only Routing Management product that offers different levels of routing sophistication, from LCR to Predictive routing which optimizes traffic over an entire network taking into account a wide range of user defined potential scenarios, while graphically displaying the routing choices.

MOST Sales Manager is the only product available today that is exclusively focused on an industry-wide problem of exercising control over the Sales process. Prime Carrier has taken Carrier best practices and combined them with its deep industry knowledge to develop a solution that will ensure that the best price and highest margin can always be achieved but also delivers unprecedented flexibility, manageability and control to the Sales process.

### **About Vox Mundi Telecom**

Vox Mundi Telecom is emerging VoIP carrier in South-East Europe, with 10 years of experience in market with worldwide coverage of direct routes. They offer integral VoIP solutions, ITSPs, with a dynamic A-Z traffic exchange which includes two alternatives:

- 1) Wholesale termination
- 2) Enterprise and small company origination

Vox Mundi has interconnection ability via SS7, SIP, IAX and H.323 protocol. Also, we offer hosted billing solutions on PortaOne platform with included guidance, education and support services. Furthermore, our VoxOne added-value services telephony system would satisfy the requirements of all demanding customers because of its complete telephony solution for companies of all profiles and offer of rich and very flexible features. Vox Mundi is available for help to every customer in any particular stage of developing network, with Consultancy services or equipment, to new providers, or to partners that want to expand already established business. More information about Vox Mundi can be found at [www.vox-mundi.net](http://www.vox-mundi.net)

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