

Press release

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THIRTEEN NEW TELECOM OPERATORS CHOOSE SUBEX AZURE FOR THEIR REVENUE MANAGEMENT INITIATIVES

- The Rocware™ solution suite addresses fraud management & revenue assurance challenges posed by next-generation services

Bangalore, INDIA: Global mobile operators are losing an estimated \$77 billion¹ through avoidable revenue leakage, according to Subex Azure, a leading vendor of revenue maximization solutions for telecom operators.

Based on the findings of the *Operator Attitudes to Revenue Assurance 2006* report - commissioned by Subex Azure and conducted by Analysys Research - the principal causes of revenue leakage in the mobile telecom sector are fraud, incomplete/incorrect usage data, poorly optimised call routing and inadequate credit management. Moreover, the introduction of higher-value next-generation services with complex value chains, are presenting fraudsters with more opportunities to exploit new vulnerabilities. Faced with these challenges, mobile operators are increasingly looking to independent solution providers to help them stem these losses.

Subex Azure counts over 70 mobile operators as its customers, and in the last three quarters has won contracts with 13 new customers for solutions that make up its Rocware™ product suite. These 13 contracts are with telecom operators in all major geographies of the world, with EMEA accounting for 9 of them.

Subash Menon, Founder Chairman, Managing Director & CEO, Subex Azure Ltd said: "Mobile telecom operators must implement an effective revenue management strategy to make an appreciable dent in the amount of revenue loss that they are currently experiencing. The benefits of higher revenue and profitability from a loyal subscriber base are compelling reasons to implement comprehensive fraud management and revenue assurance programmes."

¹ 'Operator Attitudes To Revenue Assurance 2006' – Subex Azure/Analysys Research 2006, and IT Fact Mobile Usage 2006

Subex Azure is exhibiting in Hall 2, Stand 2G01 at 3GSM World Congress 2007. Subex Azure is unveiling a model Revenue Operations Center (ROC) at the show and will demonstrate, through real-life scenarios, how the ROC can enable mobile operators to maximise their revenues.

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About Subex Azure Ltd.

Subex Azure Limited (<http://www.subexazure.com>) is a leading vendor of revenue maximization solutions for telecom operators. Subex Azure pioneered the strategic concept of Revenue Operations Center ("ROC") for telecom operators, which is a centralized and integrated platform from which operators can assess, address and correct all aspects of their revenue maximization processes. Subex Azure's Rocware™ is an integrated suite of software solutions that "powers the ROC."

Subex Azure's customers include 23 of the world's 40 largest telecom companies by revenue, and it currently serves, or has served, over 150 customers spread across more than 70 countries.

Subex Azure has been chosen among the prestigious Deloitte Technology Fast 50 India 2006 and Deloitte Technology Fast 500 Asia Pacific 2006 lists of companies, a reaffirmation of its growth and leadership status.

Subex Azure has offices in Bangalore, Beijing, Denver, Dubai, Ipswich, London, Ottawa, Singapore and Sydney.

Forward Looking and Cautionary Statements

Certain statements in this release concerning Subex Azure's products, strategy and future growth prospects are forward -looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward -looking statements. The risks and uncertainties relating to these statements include, but are not limited to, market acceptance of Subex Azure's products and services, Subex Azure's ability to implement its growth strategy, competition in Subex Azure's areas of business and general economic conditions affecting the telecom industry.

For more information on Subex Azure, please visit www.subexazure.com

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