

Press Release

2 June 2008

AVEA to target revenue leakage with Subex's Moneta

Enabling innovative billing transformation

Bangalore, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for communications service providers, today announced that its regional partner in Turkey (GANTEK) has won a contract to implement Subex's Moneta™ Revenue Assurance system for Turkish mobile operator AVEA. The installation of Moneta will help the company tackle critical Revenue Assurance challenges across the entire business, and identify potential revenue leakages as the company rolls out several new Business Support Systems (BSS) during 2008.

Founded in 2004 AVEA is Turkey's fastest growing mobile communications company with a customer base of over 10 million subscribers, representing 16% of the total market.

Subex's Moneta solution, a key component of the strategic Revenue Operations Center (ROC), was chosen by AVEA following a competitive tender. The solution will be jointly managed by regional partner Gantek. The implementation of the solution will enhance AVEA's operational efficiency, enabling the company to preserve its competitive superiority.

Okan Cengaver, Revenue Assurance and Fraud Manager, at AVEA said, "During the selection process, it was clear that the Subex Revenue Assurance system was much more mature and technically advanced. As our business continues to grow, we wanted to deploy a flexible system that can handle both current demands as well as scale. Moneta is ideal for this and working with both Subex and Gantek will enable Avea to proceed with safe steps in terms of Revenue Assurance as the company expands its subscriber base and service spectrum."



Sudeesh Yezhuvath, COO, Subex Ltd, said, “We are extremely pleased to have been selected by AVEA to manage its Revenue Assurance needs, alongside our regional partner Gantek. This is an excellent endorsement of the strength of our Revenue Assurance solution and we are delighted to be helping mobile operators in Europe reduce potential revenue leakage and improve efficiencies.”

Subex is the trusted partner of communications service providers around the world seeking to achieve enhanced operational dexterity, offering rapid and flexible delivery of innovative new services while running lean operations. Subex’s award-winning family of best-of-breed solutions in Revenue Maximization and Fulfillment and Assurance, is the foundation of the ROC, enabling operational assurance and, as a result, improved operational dexterity.

Moneta is a comprehensive suite of automated Revenue Assurance tools and capabilities. It offers a set of pre-configured solution templates to address Revenue Assurance issues across areas such as service fulfillment, usage integrity, retail billing, interconnect/ wholesale billing and content settlement.

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About Subex Limited

Subex Limited is a leading global provider of Operations and Business Support Systems (OSS/BSS) that empowers communications service providers to achieve competitive advantage and deliver new service experiences to subscribers. The company pioneered the strategic concept of the Revenue Operations Center (ROC) – a centralized framework for end-to-end control of a service provider’s revenue and costs, fostering operational dexterity for sustained profitability.

Subex’s software portfolio powers the ROC and its best-in-class solutions enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex’s customers include 32 of the world’s 50 largest service providers. The company has more than 170 installations across 70 countries.

For more information please visit www.subexworld.com.



Forward Looking and Cautionary Statements

Certain statements in this release concerning Subex'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's products and services, Subex's ability to implement its growth strategy, competition in Subex's areas of business and general economic conditions affecting the telecom industry.

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