

Press Release

14 May 2008

Subex launches Optima™ 4.6 to help telecom operators to make efficient and informed call routing decisions

Bangalore, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for communications service providers, today announced the launch of Optima™ 4.6, a new version of its Route Optimization system designed to help service providers to create optimized route plans for automatic switch upload as well as facilitating a full reporting suite for data analysis.

The latest version of Optima supports Oracle Database 10g, one of the most widely deployed enterprise databases in the industry. Additional enhancements also include localisation to support multiple languages; switch interface support for Nortel DMS-300; and percentage-based volume agreements.

Anuradha, Senior VP - Engineering, Subex Ltd said “Optima is an end-to-end Route Optimization solution that is modular in design and provides service providers with the ability to quickly adapt to changing operational requirements. Optima’s modularity reduces initial system costs and allows additional modules to be easily added at a later date, as the business grows.”

Optima is part of the Rocware suite of solutions, supporting the concept of the Revenue Operations Center (ROC) – a consolidated framework of systems that enables advanced revenue management, cost control and profit enhancement.

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 is the foundation of the ROC, enabling operational assurance and, as a result, improved operational dexterity.

At TM Forum Management World Nice, May 20-22, Subex will demonstrate a ROC as part of the Content Encounter II Catalyst project, the premier demonstration of the delivery of advanced, content-based services involving Tier 1 operators from around the world.

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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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