

Press Release

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Subex releases first edition of The ROC Resource Book

Aimed at helping service providers to make informed decisions on OSS/BSS investments

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 the first edition of The ROC Resource Book, a publication that provides perspectives on Revenue and Operational Assurance, targeted at communication service providers.

The book carries articles written by industry experts, analysts and researchers of the telecom software industry, veteran journalists and leading writers, providing different perspectives on ideas and opportunities for service providers to transform operations and business processes to increase revenue.

“The telecom software industry, specifically the OSS/BSS space, is on a fast growth track with exciting changes on the anvil. This publication is aimed at helping service providers explore the strategies and best practices to manage the impact of operations on profit”, said Adam Boone, VP – Marketing of Subex Ltd and the publisher of the book.

Subex recently unveiled a new, expanded version of the ROC, which brings in the ability to conduct operational assurance, enabling service providers to monitor and manage the impact of operations on revenues, costs and profit. Like a service provider's Network Operations Center (NOC) monitors the health of the network, a ROC enables a service provider to manage the health of the financial and operational chains that are critical to sustainable profitability and growth. The ROC Resource Book explores these issues and discusses strategies for building a ROC that is aligned to the business objectives of the service provider.

For further information on The ROC Resource Book and how to procure it, visit <http://subexworld.com/?q=en/rocresourcebook>

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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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