

Press Release

19 May 2008

**Subex unveils groundbreaking new OSS and BSS solutions at
Management World Nice**

Highlights industry leadership - Unveils the new ROC, launches two new products

Bangalore, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for communications service providers, is unveiling a new version of its industry-leading Revenue Operations Center (ROC) and is launching new products in its Revenue Maximization and Fulfillment and Assurance business lines. The solutions are debuting at the TeleManagement Forum's Management World 2008, held between May 18 - 22 in Nice, France. (Subex is at booth #96).

Subex will unveil a new version of its industry-leading ROC through demonstrations at Management World 2008. The ROC is a centralized collection of systems and processes correlating operational activities to the impacts on revenues, costs and, ultimately profit, and ensures the integrity of a telco's revenue streams and processes.

With the previous version of the ROC, operators could conduct advanced revenue management and maximize efficiencies around revenue assurance and fraud management. The new version of the ROC builds on this capability to enable an operator to adopt Operational Assurance, gaining better understanding and control over how operations support critical business goals. Demonstrations of the ROC will take place at the Subex booth and in the 'Content Encounter II', a Catalyst demonstration program covering emerging best practices and techniques for delivering advanced content-based services.

The company also is taking part in a Catalyst project highlighting an end-to-end B/OSS Framework for streamlining and standardising the processes of bringing new telecom products to market, using Syndesis Controller. The project will demonstrate concept-to-market and order fulfillment processes, as well as order and trouble ticket fall-out management.



Subex will also launch its WiMAX-enabled Syndesis Express solution, designed to help operators to quickly and efficiently define and deliver value-added, next-generation services, like VoIP and IPTV, over WiMAX.

Also at Management World, Subex will launch Optima™ 4.6, the new version of its Route Optimization system, a part of its Revenue Maximization offerings, 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.

In addition to the above, Subex's CTO, Mark Nicholson will be chairing a presentation track on Strategies & Solutions for Monetizing Digital Media Services to be held on Tuesday 20 May from 14:00-17:30. Subex also will present on the topic of Revenue Assurance for Next Generation Services, providing insights on proactively identifying, analyzing and implementing scalable revenue integrity solutions to maximize revenue.

"We are very proud to showcase our innovative technology at Management World 2008. Through our presentations and demonstrations of the ROC, we hope to bring to light some of the gravest issues that today's telcos are likely to face, and more importantly, how to overcome these issues", said Nicholson.

Subash Menon, Founder Chairman, Managing Director and CEO, Subex Ltd added, "Management World 2008 provides players of the industry a platform to interact, engage and share best practices and solutions for the rapidly maturing telecoms industry. We look forward to our participation at the event."

Subex is known around the world as a leader in Revenue Maximization and Fulfillment solutions that enables communications service providers to achieve their business objectives. Its industry leading products help service operators gain that competitive advantage in quickly rolling out services, while mitigating costs, through the concept of Operational Assurance. The company has a significant presence in all the leading telecom markets of the world. Mark Nicholson was also recently appointed as Advisory Director on the TM Forum board.

Management World 2008 is the annual global event for the management of information, communications and entertainment services organised by TM Forum, the world's leading trade consortium focused on enabling digital services.



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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