

Press Release

8 October 2008

**Telenor to assure next-gen services provision with ease
with Subex Data Integrity Management**

DIM to help overcome network and service errors

Bangalore, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for communications service providers, today announced that Telenor, Norway's leading service provider, has chosen to deploy Subex TrueSource, the industry's first Data Integrity Management solution to solve their data integrity issues. The solution will ensure Telenor's network and internal systems work seamlessly together to enable them to confidently provide next generation services.

"We selected Subex due to their experience in driving business value through their solutions. TrueSource provided the best solution to meet our requirements of network discovery and more importantly, comparing that information for multiple inventory sources. This is critical to get an accurate end to end view of our services", said Terje Foyen Johannessen, Head of Information Systems at Telenor.

The solution will be first deployed at Telenor headquarters, at Fornebu, Oslo. TrueSource will be used to do a deep discovery of the deployed broadband network equipment and reconcile the information against multiple inventory systems to check for consistency. This will enable Telenor to correct discrepancies between systems, thereby ensuring effective and efficient provision of services to their customers. This will also enable Telenor to seamlessly transition customers to next generation technologies such as FTTx.

Speaking on achieving this milestone, Sudeesh Yezhuvath, COO, Subex Ltd, said, "Telenor is a great operator to work with and we look forward to helping them integrate



their data for better provision of services. They are always looking for innovative ways to improve their business and this provides a good fit with us. TrueSource will meet their need of tying together their multiple inventory systems for a better view and leaner operations and ultimately, quick provision of next-gen services. ”

Subex’s Data Integrity Management solution provides consulting services which share insights and best practices for data integrity problem diagnosis, correction and prevention. Leading service providers around the world turn to Subex to deliver innovative service bundles, improve provisioning process automation, reduce time-to-market and adopt lean operating principles.

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About Telenor

Telenor is one of Norway's largest listed companies, with revenues of NOK 105 billion in 2007 (including Kyivstar). Telenor has more than 35 800 employees, with 25 600 outside Norway. Telenor leads the market in Norway within telecommunications, data services and media distribution and has extensive international operations, especially within mobile communication. Telenor is listed on Oslo Børs. Read more about Telenor at www.telenor.com

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 300 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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