

Press Release

21 January 2008

**Subex provides Fraud Management and Revenue Assurance
to Umniah**

Bangalore, INDIA: Subex Ltd, a leading global provider of Operations Support Systems (OSS) solutions for communications service providers, today announced that it has won a contract to provide Fraud Management and Revenue Assurance solutions for Umniah, the fastest growing and youngest mobile operator in Jordan. Umniah is a subsidiary of Batelco Bahrain.

Founded in 2005, Umniah was the third GSM mobile phone operator to enter the Jordanian market. Umniah was looking to maintain the pace of its development by launching new services for its customers. With the increasing complexity of next-generation services and the potential for these new services to be exploited, Umniah wanted to put in place an effective and reliable Fraud Management system.

Following a competitive tender, Subex was chosen to deploy its Nikira™ Fraud Management system. In addition, during the proposal process Subex successfully proposed a wider Revenue Assurance programme, which included deploying its Moneta™ Revenue Assurance system. The combined solution will help Umniah effectively deliver new services to its customers, while ensuring maximized revenues and minimized costs.

Mr. Anan Fatayer, Fraud & Revenue Assurance Manager at Umniah, said: “As we are a relatively new player in the market these solutions from Subex will enable us to maximise our revenues and continue to grow as a company.”

Sudeesh Yezhuvath, COO, Subex Ltd. Said, “This deal is a further sign of our commitment to the Middle-East region. The deployment of Nikira and Moneta solutions will allow Umniah to continue its impressive expansion strategy, in the knowledge that any potential revenue leakage and fraud will be significantly minimised.”

Nikira uses flexible rules-based alarms and artificial-intelligence driven advanced analytics to identify likely fraudulent behavior, helping operators to detect known fraud types and patterns of unusual behavior in all telecoms environments – wireline, wireless and across all services.

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

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About Umniah Jordan

The most successful new to market operator in the Jordanian telecommunications market, Umniah stands for innovation and dynamism founded on the highest possible level of customer and market focus. Granted the third GSM license in August 2004 issued by the Telecommunications Regulatory Commission to operate, manage and own a public digital cellular mobile network.

Upon its launch in June 26th 2005, Umniah was a new entrant into a highly competitive and a seemingly "mature" mobile market. Umniah's customer focus was at the heart of its award winning nation wide advertising campaign, setting itself as a telecommunication provider which enables its customers to be heard.

The key to Umniah's success was being able to move Jordan's mobile market to a fully fledged mass-market product by addressing specific growth segments with both attractive prices and tailor made products. Umniah challenged the conventions of the industry, by setting new standards of services both nationally and regionally.

Today, Umniah is positioned at the helm of the Jordanian telecom industry with a state-of-the-art future proof 2.75G, fully ready for migration to 3G technology. After only six months of its launch, Umniah captured an impressive market share of approximately 10%, and now Umniah has more than 24% market share of the Jordanian telecom market, and in September 2007 Umniah's subscribers reached an unprecedented number of 1000,000 subscribers.



Since its launch in 2005, Umniah was able to expand the Jordanian mobile market penetration rate from 30% to 70%, proving that it is a key player in the most competitive telecommunications market among Arab states.

About Subex Limited

Subex Limited is a leading global provider of Operations Support Systems (OSS) 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 150 installations across 60 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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