



Press Release

20 August 2007

Subex Azure selected by Soul Australia for Operations Transformation Project

Bangalore, INDIA: Subex Azure Ltd, a leading global provider of OSS solutions for telecom operators, today announced that it has been selected by Soul Australia, a leading Australian telecommunications company, as the exclusive OSS partner for a large-scale operations systems transformation project. Soul owns Australia's second largest voice and data network and is renowned as an innovative market leader in IP and multi-media markets.

Subex Azure will be deploying products from its Syndesis Fulfillment Solutions suite to replace in-house systems with a single platform that automates end-to-end fulfillment of a broad range of connectivity and content-based offerings. The deployment of Syndesis Controller, Syndesis Express and Syndesis TrueSource will enable Soul to easily expand beyond quad play voice, video, data and mobile services to provide automated fulfillment for the "N-Play" – multiple services, which may not have been conceived yet – all powered by a common platform.

Syndesis Controller is a pre-integrated order management, service catalogue management and technical workflow solution. It provides the basis for the automation of the complete order-to-bill cycle and enhances scalability and visibility for the entire fulfillment process.

Syndesis Express is a complete subscriber-centric fulfillment solution bundle for IPTV, VoIP, and other targeted advanced service offerings from a wholly integrated architecture, enabling rapid service definition; integrated service design and activation across connectivity and applications; and real-time subscriber self-management.

Syndesis TrueSource, employs an operations-wide approach to solving data integrity problems, combining three powerful data integrity functions: multi-layer network and service discovery, data reconciliation, and discrepancy analytics.

Steve Legge, Chief Operating Officer, Soul Australia, said, "We selected Subex Azure because its fulfillment software has proven to be dependable, scalable and agile in introducing, delivering and maintaining differentiated and competitive IP-based services and applications. This will enable us to gain competitive advantage and achieve our goals, which include automated fulfillment, greater visibility into our network resources, faster time-to-revenue, and increased customer satisfaction."

Sudeesh Yezhuvath, COO, Subex Azure Ltd. said, "Soul Australia selecting us as its exclusive OSS partner is yet another proof of Subex Azure's growing stature in the international telecom products space. Our Syndesis Fulfilment solutions suite enables service providers to deliver the highest level of service integrity and ensure faster time to revenue."

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About Subex Azure Ltd.

Subex Azure is a leading global provider of OSS solutions with a mission to empower telecom operators 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 and integrated infrastructure for end-to-end monitoring, measurement and control of the operator's revenue chain - to foster operational dexterity and hence sustained profitability.

Subex Azure's software portfolio powers the ROC and its best-in-class solutions enable new service creation, subscriber-centric fulfillment, provisioning automation, revenue assurance & cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex Azure's customers include 32 of the world's 50 largest telecom operators by revenue. The company has more than 150 installations in over 60 countries. Subex Azure was named in the prestigious Deloitte Technology Fast 500 Asia Pacific 2006 list of companies, underlining the company's growth and leadership status.

For more information please visit www.subexazure.com.

About Soul Australia

S P Telemedia Limited (ASX Code: SOT) trading as SOUL is an innovative market leader in the IP telecommunications and multi-media market. Listed on the Australian Stock, Soul's entry into the market in 2000 was met with huge success in a relatively short period of time. Since its establishment, Soul has maintained rapid growth, proving itself to be a dynamic and

significant force in the Australian telecommunications industry. Among other features of Soul's capability are:

- it has the largest independent fully converged voice, video and data network in Australia
- it has the largest voice enabled IP network in Australia
- a 100% interest in B Digital Limited, making it the largest mobile telephony reseller in Australia and servicing in excess of 500,000 consumer telco services
- it has just sold Australia's highest rating television station, NBN Television, for \$250 million.

These capabilities enable Soul to deliver broadband products and services, whether voice, video or data, through to the "last mile" of its own fully converged network throughout metropolitan, regional and rural Australia.

For more information please visit <http://www.soulaustralia.com.au>

Forward Looking and Cautionary Statements

Certain statements in this release concerning Subex Azure'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 Azure's products and services, Subex Azure's ability to implement its growth strategy, competition in Subex Azure's areas of business and general economic conditions affecting the telecom industry.

Further information:

In Europe or Asia please contact Alex Crawshaw or Kate Bonner at Catalysis
tel: +44 (0)20 7101 7333 / 7326
alex.crawshaw@catalysis.co.uk / kate.bonner@catalysis.co.uk

In the U.S. please contact Guy Murrel at Catapult PR-IR
tel +1 303-581-7760
gmurrel@catapultpr-ir.com

In India please contact Shivaram Lakshminarayan at Genesis Burson-Marsteller PR
tel: +91 9886136796
shivaram.l@bm.com