

**Press Release**

**16 July 2007**

### **Subex Azure wins Fraud Management contract with Melita Cable**

**Bangalore, INDIA:** Subex Azure Limited, a leading global provider of OSS solutions for telecom operators, today announced it is deploying its market-leading Fraud Management bureau for Melita Cable, Malta's primary cable television and internet service provider.

Melita is the first 'triple-play' (internet, TV and telephony) operator in Malta, providing services to more than 100,000 subscribers. As the company and its number of services continue to grow, Melita is keen to ensure that it is protecting its revenues effectively.

Subex Azure was chosen after impressing Melita with its Fraud Management bureau implementation at UPC (United Pan-European Communications). The bureau is a unique offering in the revenue maximization space and is ideal for growing operators as it provides them with leading-edge fraud management capability without large up-front costs.

The Subex Azure Fraud Management bureau uses flexible rules-based alarms and fingerprint pattern matching to identify likely fraudulent usage, enabling operators to detect known fraud types and patterns of unusual behaviour in all telecoms environments – wireline (PSTN, ISP, VOIP), wireless (2G, 2.5G, 3G) and across all services (postpaid, prepaid, VAS, MMS, m-commerce).

George Galea, Manager of IT and Data Services, Melita Cable, said: "We have chosen Subex Azure's Fraud Management bureau as it is a cost-effective and scaleable solution that can grow in line with our subscriber and network traffic volume. By ensuring we are protecting our revenues we can continue to offer innovative communication services to our customers."



Saul Nurtman, President EMEA, Subex Azure Limited, said: “We are delighted to be working with Melita Cable. This is a great example of how our bureau service can provide smaller growing operators with world-class fraud management capability without the pressures of large capital and operational expenditure.”

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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](http://www.subexazure.com)

#### **About Melita Cable**

In 1991, Melita Cable was awarded an exclusive license to provide cable television service to Malta and Gozo. Since then, Melita has grown and flourished at a remarkable rate, now serving over 100,000 homes -- a market penetration of over 77%. Melita's success is based on both the quality and range of the services it offers. In addition to broadband cable access, Melita offers over 70 different channels ranging from news and entertainment to movies, sports and educational programs and in 2006 launched its telephony service.

To find out more, visit Melita online at [www.melitacable.com](http://www.melitacable.com)

#### **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.

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