

Media alert

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SUBEX AZURE'S NEW CTO HIGHLIGHTS THE CHALLENGES OF TRIPLE PLAY SERVICE DELIVERY AT TELEMANAGEMENT WORLD NICE 2007

Bangalore, INDIA: Subex Azure Limited, a leading global provider of OSS solutions for telecom operators, will be exhibiting and speaking at TeleManagement World 2007, which takes place at the Acropolis Convention Center in Nice, France, between 20-24 May 2007.

Mark Nicholson, CTO, Subex Azure will be chairing the 'Managing Triple Play Services' sessions between 9.00am-12.30pm. He will also be presenting with Brian Lakey, Director of OSS at Telus, a session entitled 'Striking the Balance: Orchestrating Connectivity and Content for High-Precision Triple Play Service Delivery' on Wednesday 23rd May between 9.00-10.00am. This session will examine how Content Service Providers (CSPs) are rethinking service fulfillment to address the requirements of new application-based services and the connectivity that supports them.

Geoff Ibbett, Director of Product Management at Subex Azure will be presenting a session in the Billing and Revenue Management track about 'Developing Key Performance Indicators (KPIs) for Next-Generation Services' on Tuesday 22nd May between 4.50-5.15pm.

Furthermore, Subex Azure will be taking part in a Catalyst Project demonstration, implementing the team's proposal for revenue assurance KPIs, and testing its applicability in a real-life situation.

Subex Azure is exhibiting at TMW Nice 2007 and can be found at stands 51 and 105. For further information regarding Subex Azure's participation at the show, please e-mail: events@subexazure.com

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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

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:

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