

Press Release

26 December 2007

Subex launches integrated brand advertising campaign

Will showcase the new logo and highlight the corporate philosophy

Bangalore, INDIA: Subex Limited, a leading global provider of Operations Support Systems (OSS) solutions for communications service providers, today announced the launch of a multi-modal brand advertising campaign to showcase the company's new logo and underscore the company's dedication to *excel and lead* by delivering value to all its stakeholders.

Entitled 'Refuse to be Ordinary', the campaign will utilize print, TV and online advertising to highlight Subex's core belief as an organisation that underpins its success. This is Subex's first brand advertising initiative.

Sanjeev Gadre, VP – Marketing, Subex Ltd., said, "The Subex success story is one of corporate India's best kept secrets. This campaign aims to introduce, to a diverse audience, an organization where individuals live by its credo to excel and lead, refusing to follow the safe but ordinary path to middling success."

The television advertisements use engaging scenarios showing children using different but situationally appropriate approaches – logical, creative, cautionary, patient – to reach their goal. The advertisements aim to deliver the message of staying focussed on one's goal, refusing to settle for less and using every legitimate means in search of excellence and leadership. The print and online advertising will continue the theme.

The television advertisement campaign will air on major Indian television channels starting with the year-end festive season and continuing into the New Year.

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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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