



Major Ring Back Tone Contracts for over 10 Million Euros awarded to the European Computer Telecoms Group (ECT)

ECT Expands Market Leadership in Ring Back Tone Solutions to Russia and the United States

Munich, February 25, 2009 – ECT has won the two biggest tenders for ring back tone solutions issued in 2008 with a total volume in excess of 10 million Euros. In each case, ECT will be replacing an existing solution for several millions of subscribers at one of the leading carriers in the respective region. The solution encompasses WEB, WAP, SMS, USSD and IVR user interfaces in the local languages. ECT provides the complete customisation, network integration and installation as well as performs the data migration and cutover. In Russia, the new ring back tone project, which encompasses over 20 sites throughout the country, marks ECT's entry into this expanding market. In the United States, ECT will be opening a wholly-owned subsidiary to capitalise further on its success in this region.

These are yet another two large contracts for ECT's ring back tone solution in addition to the new projects realised in 2008 in Africa and the Middle East. "These contracts again underscore the commercial success and technological superiority of our solutions for ring back tone services," comments Dr. Marshall E. Kavesh, CEO and founder of ECT, on the recent win. "Worldwide carriers are improving their competitiveness of their ring back tone service by migrating to the technology of ECT."

ECT markets its ring back tone solutions both in direct sales as well as via indirect sales partners, such as Ericsson. Carriers can also realize their ring back tone services as managed services with ECT's partners, such as Ericsson Managed Services and Muzicall.

To find out more about ECT's ring back tone solution, visit

http://www.ect-telecoms.com/softswitch/success/freizeichen_overview.cfm

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About ECT Ring Back

ECT Ring Back is one of the worldwide leading solutions for ring back services. It is used by leading network operators throughout Europe, North America, the Middle East, Africa and Asia.

Ring back services are value-added services based on replacing the traditional ring back tone with audio or multimedia content. ECT (European Computer Telecoms) makes ring back services highly profitable business for carriers by implementing the required technology quickly, reliably and cost-effectively and enabling the features that drive subscription and content sales.

The ECT Ring Back allows carriers to realize ring back tone, multimedia ring back and advertising ring back services on one platform. It can be integrated simultaneously in legacy as well as next-generation mobile and fixed networks. ECT offers complete customized network and user interfaces as well as open application programming interfaces for third-party developments.

With the ECT Ring Back features, carriers concentrate on the content their market demands, choose the sales channels according to their requirements, execute targeted marketing campaigns, ensure the right user experience and make their service viral.

ECT is also specialized in replacing defunct ring back solutions and migrating customer data and content.

For more information, please visit <http://www.ect-ringback.com>

About ECT (European Computer Telecoms):

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfil market demands.

Based on its open **ECTXML**[®] programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including at&t, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, mcell, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

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