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## **Sirenic grants Cellcom Plus rights to distribute MobilePA in India and Pakistan**

19 December 2005

Sirenic, the mobile email and data management company, has agreed to grant Cellcom Plus, the telecoms distributor, exclusive rights to distribute its MobilePA software in India and Pakistan and non-exclusive distributorship rights in other jurisdictions.

The contract, signed initially for 18 months, will enable Cellcom Plus to sell MobilePA to enterprises and SMEs, as well as to "prosumers" and small office/home office users.

Cellcom Plus will offer Sirenic's products/services on either a packaged or stand-alone basis to telecoms operators in the markets of the South Asian Association for Regional Co-operation region (SAARC), an association of 7 countries - Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka - representing a fifth of the world's population.

Commenting on the agreement, Bertrand Lipworth, Chairman of Sirenic, said: "India and Pakistan represent high growth telecoms markets and therefore offer huge potential for Sirenic. With expertise in this field and extensive local relationships, Cellcom Plus will enable Sirenic to successfully tap into this expanding market. We view this agreement as our first step towards broad international distribution for our MobilePA product.

Richard Elliot-Square, Chairman of Cellcom Plus, added: "Cellcom Plus is pleased to have been granted exclusive distribution rights for Sirenic's MobilePA. The service has already been very successful in the UK and we envisage that there will be great demand for this mobile email and content management solution in the Asia/Pacific region. In India alone, the number of mobile subscribers is projected to grow from 52 million in 2005 to 180 million by end 2007.

### About Sirenic Group and MobilePA

Sirenic Group is a UK based software company that has developed MobilePA, a proprietary and unique mobile email and content management service, available to virtually any device i.e. phone, mobile phone, smartphone, PC, laptop or PDA, depending on how the user chooses to access information and their location. MobilePA offers email that is fully indexed with a searchable archive of more than 10,000 emails accessible from the mobile device, with additional functions such as email text converted to voice and the ability to reply to emails orally, enabling the user to access and to respond whilst on the move. Email can also be prioritized through heuristic usage as well as 'pushed' or delivered through SMS. MobilePA also delivers internet/intranet content, user relevant news feeds and can be integrated with CRM systems. A full list of benefits is available at: [www.mobilepa.com](http://www.mobilepa.com)

## About Cellcom Plus

Cellcom Plus was formed in August 2005 with the aim of distributing high quality value-added telecom products and services primarily to the SAARC countries. Cellcom Plus offers companies a distribution platform and telecom operators a suite of 'one stop' services providing professional and expert integration into each marketplace with local representation, partners, sales, marketing, customer service, billing and a general route to market, thus enabling a low cost but effective global expansion solution. The company was founded by Richard Elliot-Square who was a founder of Telecom Plus PLC in the UK. More information can be found at: [www.cellcomplus.com](http://www.cellcomplus.com)

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