



Sirenic Group Limited,
65 Sloane Street
London
SW1X 9SH

Tel. 020 7235 1005
Fax. 020 7235 1008

www.sirenic.com

Sirenic grants distribution rights to Cellcom

20 December 2005

Telecomms distributor Cellcom Plus has been granted exclusive rights to distribute **MobilePA** software from Sirenic, a mobile e-mail and data management company based in the UK, in India and Pakistan.

The contract, signed for 18 months, will enable Cellcom to sell the mobile e-mail and content management software to SMEs, enterprises, 'prosumers' and small office and home office users. Sirenic has also granted non-exclusive distributorship rights to Cellcom to sell the software in other areas. Sirenic's products and services will be sold by Cellcom to telecomms operators on a packaged or standalone basis - **MobilePA** is available for almost all mobile devices and offers fully indexed e-mail with a searchable archive. It will cover Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka, the countries represented by the South Asian Association for Regional Co-operation (SAARC), which represents a fifth of the global population.

Cellcom said it envisaged high demand for the **MobilePA** in the Asia/Pacific region - mobile subscribers are projected to increase from 52m this year, to 180m by the end of 2007, in India alone.

Vicky Hayden
HBL Media

Second Floor

Great Titchfield House
14-18 Great Titchfield Street
London
W1W 8BD

Telephone: 020 7612 1841

Fax: 020 7638 7446

Email: vicky@hblmedia.com

Web: www.hblmedia.com