



PRESS RELEASE

uReach Technologies and Mars Telecom Announce Strategic Partnership to Address Indian Carrier Market

GURGAON, India and HYDERABAD, India (March 18, 2009). uReach Technologies announced today that it has formed a partnership with MARS Telecom Systems that is focused on delivering world-class Value Added Services to the Indian mobile, wireline and broadband service provider markets. The partnership strengthens uReach's ability to deploy and support its Converged Services Framework (CSF) and leading-edge value added services in the region with the help of MARS Telecom's team of implementation, test and technical support experts.

The new partnership follows uReach's launch into the India carrier market in September, 2008, when it opened its Indian Headquarters at Signature Towers in Gurgaon, Haryana. The partnership with MARS Telecom augments uReach's ability to meet the demanding requirements of India's leading operators.

uReach's increasing investment in India comes at a time when the Indian telecom market continues to expand rapidly. "TRAI reports over 15 million new mobile subscribers just in the month of January," said Rich Vidil, CTO India at uReach. "Our carrier partners are excited to be able to bring our unique messaging, social and calling applications to their growing consumer and small business markets."

With rich experience in managing global product development centers, localization, testing and support, MARS Telecom has become one of the leading providers of telecom domain knowledge in the region. "This partnership is a natural fit to MARS Telecom's service delivery capabilities in convergence and Mobile VAS space. We know the carriers, the rules of engagement, and how to bring the most talented resources to bear," said MARS Telecom Managing Director, Mr. Ramesh Sundaresan. "uReach and MARS are starting with a strong cultural match, and we expect to develop a synergistic long-term relationship and be a value partner to accelerate uReach's India growth strategy.

About uReach Technologies

uReach Technologies, Inc. is the leading provider of lifestyle messaging solutions for the service provider market. The uReach Converged Services Framework (CSF) offers a standards based and IMS-compliant approach for uniformly deploying value-added voice and data services across wireless, wireline and IP properties quickly, economically and in-scale. Running exclusively on open systems, uReach's mobile media and web, visual voicemail, unified messaging and one-number solutions are currently improving the way millions of consumer and small business subscribers around the world communicate every day. uReach is a privately-held company headquartered in Holmdel, NJ. For more information, visit www.uReachTech.com.

About MARS Telecom Systems

Headquartered in Hyderabad, India, MARS Telecom Systems is an ISO 9001:2000 certified product development solutions provider and an outsourced development and services partner with deep expertise in the telecom, networking, convergence

spectrum and custom application development. MARS offers high quality product development and continuous engineering services to several global clients through its robust delivery models, state-of-art development centers and a talented team of domain specialists. MARS Telecom is a privately held company established in 2004 and registered as an approved Software Technology Park under the STPI Act of India. For more information, visit www.MARS-India.com.

Media Contacts:

Mahesh Sundaresan
MARS Telecom
+91 40 23542922/33
Mahesh@mars-india.com

uReach Technologies

Cindy Frew
+1.973.273.5895
marketing@ureachtech.com

Global Headquarters

2137 Hwy 35
Holmdel, NJ 07733
USA
+1.732.335.5400

www.ureachtech.com

India Headquarters

Signature Towers, Tower A, Suite 304
South City-I, Gurgaon, Haryana 122001
India
+91 124 4771900