

NEWS RELEASE

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Empower Interactive & HP strike Global Alliance to drive Application Messaging market

- *Blending Empower's dedicated application messaging infrastructure with HP's world-leading Opencall platform*
- *Application messaging a key part of HP's drive to be the world's leading wireless infrastructure provider*

Empower Interactive Group, the leading provider of dedicated application messaging infrastructure software solutions, today announced a strategic global alliance with Hewlett-Packard Company's (NYSE: HWP) Telecom Infrastructure Division.

The two companies will focus on driving the burgeoning mobile application messaging market, predicted by Merrill Lynch to make up over 50% of all wireless messaging traffic by 2003. By combining their wireless infrastructure products, Empower and HP will provide an unrivalled, end-to-end solution for managing application messaging traffic for mobile operators worldwide.

The two companies' solutions will enable mobile operators to leverage their existing infrastructure and provide content providers with the functionality to export their content to wireless handsets. By developing these relationships today, wireless operators will have the applications, services and content to maximise 2.5G and 3G bandwidth once available, thus establishing new revenue streams quickly.

Under the alliance, both companies will target global operator clients with access to Empower's application messaging portfolio. This includes Empower's VMR (Virtual Mobile Redirector) platform, which enables high-volume messaging between applications and subscribers across any mobile network for the first time.

Empower will underpin deployments of its application messaging infrastructure with HP's Opencall SS7 software stack, the platform behind many of the world's mobile networks (as many as six out of ten short messages go through an Opencall-powered infrastructure today).

London-based Empower is rapidly establishing itself as the leader in specialist application messaging solutions worldwide with customers ranging from wireless operators like TIM S.p.A and Orange to service providers such as mBlox.

Jean-Rene Bouvier, General Manager of HP's Telecom Infrastructure Division says: "The alliance with Empower Interactive delivers on HP Opencall's strategic promise of connecting people and services. As mobile operators maximise the value of their network assets, they need innovative solutions and robust service platforms. With more than 1,600 installations in 100 countries worldwide, HP Opencall is a world leader in SS7 software stacks."

Richard Shearer, Chairman and Chief Executive of Empower Interactive says: "The continued growth of the wireless messaging market is being fuelled by the popularity of applications and content. The blend of Empower's world-first application messaging solutions and HP's market-leading Opencall platform gives operators the perfect solution to meet this market demand. Empower has built a formidable network of strategic partners and customers through the quality of our technology. Adding HP's products, consultancy skills and global sales organisation into the mix will accelerate our growth exponentially."

Barry Hill, Worldwide Service Provider Sales Director, HP, says: "The combination of HP's Opencall platform and the Empower Interactive application messaging solutions provides an excellent opportunity for mobile service providers to dramatically increase messaging revenue."

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About Empower Interactive Group

Empower Interactive provides messaging infrastructure software that is specifically designed for application driven messaging. Empower's focus is on the communications industry, including mobile operators, service providers, systems integrators and equipment manufacturers.

Empower's high performance, robust and scalable solutions are the catalyst for the continued growth of messaging services, providing customers with new revenue streams and new sources of competitive differentiation.

Empower currently works with a number of strategic partners and clients, including BT Retail, Blu, TIM S.p.A, mBlox, Hewlett Packard and Orange, and has over 40 deployments worldwide.

Investors include Newtonmore Technology Ltd, Armada Partners and Argo Global Capital, whose network of operator partners include, Telesystem, D1, Orange France, KPN, ESAT, Singapore Telecom, Voicestream, VNU, Smartone and Microcell.

Headquartered in London, Empower is run by a strong senior management team with deep experience of the wireless, IP (Internet Protocol) and software industries. Chairman and Chief Executive, Richard Shearer is the former Commercial Director of One2One.

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