

## **EMPOWER INTERACTIVE SECURES LATEST ROUND OF FUNDING FROM TELESYSTEM-ARGO GLOBAL CAPITAL, NEWTONMORE TECHNOLOGY LIMITED AND ARMADA PARTNERS**

**London, 19 June 2001** – Empower Interactive, a global developer of high performance wireless messaging infrastructure software, has secured US\$7.5 million, second round funding from, Telesystem-Argo Global Capital – the wireless Internet specialist fund, Newtonmore Technology Limited and Armada Partners.

The additional funding fuels Empower's growth strategy and enables Empower to satisfy the overwhelming global demand for their products by:

1. Increasing the global sales team,
2. Recruiting senior management and additional key staff,
3. Developing innovative new products.

Empower has developed several new messaging infrastructure software products that enable both wireless network operators and corporates to better manage large volumes of SMS messages. The expanded Empower sales team now covers Europe, the United States, Asia, Latin America and the Middle East.

"With 40 installations in 15 countries and a strong, growing sales pipeline, Empower is using this financing to more rapidly satisfy this increasing worldwide demand," said Michael Ohr, CEO of Empower Interactive. "With Empower solutions, carriers can maximize and monetize the value of their existing infrastructure and create demand for 3G and beyond."

Vesa Jormakka, Vice President and Partner at Telesystem-Argo Global Capital adds: "Empower has all the landmarks of a classic wireless winner: innovative, robust products available now fulfilling mobile operators needs today, extremely interesting technology roadmap for tomorrow and an exceptional team to execute it. We are proud to be able to join our forces and help our investors, the mobile operators to make their mobile data value proposition even more compelling."

Adds Steve Sahara, CFO at Empower, "Our value proposition to investors is current revenue generated from real products sold to key strategic accounts. The additional funding and investor contact network among worldwide carriers allows us to rapidly scale our proven business model and bring our new products to market sooner."

Notes to Editors

### **About Empower Interactive**

Empower Interactive's high performance messaging infrastructure products are key elements that drive the growth of wireless data revenue for mobile operators.

The Empower VMR (Virtual Mobile Redirector) is a major catalyst for SMS traffic and m-commerce. VMR enables true 2 way cross-network interaction between Mobile subscribers and applications with only one phone number.

The mBusiness SMS Gateway provides enterprises and application developers with the necessary SMS transport to connect to the carrier networks at the SMSC with familiar IT interfaces.

Our Carrier MSP SMS Gateway allows telco's and WASP's to manage their exploding volume of corporate wireless data and provides a secure protective layer in front of the SMSC and core network infrastructure. Billing CDR's are generated automatically.

Empower Interactive infrastructure products reduce time to market for wireless data services and applications and were developed and tested in conjunction with multiple carrier networks as well as CMG, Logica, Nokia and Sema. Empower Interactive is headquartered in London, UK with locations in Germany and Italy.

For more information about Empower Interactive, please visit the company's website at <<http://www.eigroup.com>>.

### **About Telesystem - Argo Global Capital LLC**

Telesystem - Argo Global Capital LLC is a U.S. Venture Capital firm with more than US\$460 million of committed capital. Co-founded in 1997 by its CEO, H.H.Haight and by Telesystem, a private equity company in the digital economy, Telesystem-Argo is a leading international firm dedicated to the wireless industry and the convergence of wireless and the Internet. Telesystem- Argo's two funds, GSM Capital Limited Partnership and ARGO II—The Wireless Internet Fund Limited Partnership, have made more than 35 investments in the wireless sector in Europe, North America and Asia from its offices in Boston, Montréal, London and Hong Kong. Major wireless operators around the World - including France Telecom, Deutsche Telekom, KPN, ESAT, Singapore Telecom, SmarTone, VoiceStream, Microcell Telecommunications and TIW - contribute capital and ongoing support to Telesystem - Argo's funds and its portfolio companies.

For more information, visit <http://www.argoglobal.com>

## **ABOUT Newtonmore Limited**

Newtonmore Technology is a Jersey-based investment firm that has focused on providing growth capital to Western European-based technology companies. Newtonmore funds entrepreneurial companies involved in the emerging areas of Information Technology and IP and Mobile Communications. At present, the company has five investments in its portfolio. The management team of six investment professionals has broad entrepreneurial and private equity experience that has been critical to the development of the portfolio and in enhancing shareholder value. The capital of Newtonmore Technology Limited is controlled by its management and Board of Directors and also includes the HSBC Group with a 27% holding.

For more information visit:

<http://www.newtonmoretechnology.com>

## **About Armada Partners**

Armada Partners is the UK's first true "meta-company", combining venture capital with managerial, marketing and infrastructure resources, as is appropriate for the portfolio company. Backed by private investors and Deutsche Bank, Armada and its parent firm, Armada International, are involved with B2B2C insurance intermediary Dotcover, fabless analog integrated circuit firm Hellic, a Dubai-based software and services firm Interactive Technologies and Empower Interactive. For more information visit [www.armadapartners.com](http://www.armadapartners.com)

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