

PRESS RELEASE

eSMS by General Wireless deployed at a new home in mobilkom austria, by Starhome

Stockholm, Sweden, April 7, 2005. mobilkom austria empowers its subscribers with the ability to send SMS messages as easily as sending an e-mail.

mobilkom austria, together with Starhome, has launched A1 EMAIL SMS (the eSMS Executive from General Wireless). A1 EMAIL SMS dramatically increases network traffic as users easily send SMS messages to multiple recipients and distribution lists from within the same familiar environment they use every day – their e-mail client!

Dedicated to large and middle size corporate accounts, a simple mouse click lets users send important messages across the country or around the world, to an individual, division, or entire company. Replies can be received either as an SMS to the sender's mobile phone or as an e-mail to the desktop.

Integrated with MS-Outlook, Outlook Express and Lotus Notes, eSMS Executive adds a mobilkom austria branded icon to the menu toolbar for easy integrated access. Meeting reminders can be sent as SMS messages, per users preferences replies to the sent SMS can be received as SMS or email as well as automatic message splitting for longer messages. eSMS Executive provides flexible billing options - to the user's phone bill or company account.

Contact:

Sandy Hammer, Marketing Communications Manager, Starhome
phone: +972 545 632 21, e-mail: sandy.hammer@starhome.com

Anders Hardebring, Chief Executive Officer, General Wireless
phone: +46 70 591 06 14, e-mail: anders.hardebring@generalwireless.com

About mobilkom austria

mobilkom austria was founded in 1996, and since then has remained Telekom Austria Group's most successful venture. With year end of 2004, mobilkom austria group counted more than 4,9 million customers – bringing in revenue of 2.125,5 million EUR. With year end of 2004 also saw a EBITDA increase to 765,4 million EUR. mobilkom austria has passed another milestone – Europe's first national UMTS network was launched on September 25, 2002 and the customer launch of the third generation started on April 25, 2003. For further information, please go to www.mobilkom.com

About Starhome

Starhome is the leading global provider of mobile roaming technology and services. It has implemented 200+ roaming services for over 70 Mobile Network Operators in 55 countries worldwide. Founded in 1999, Starhome is the established market leader and is the roaming partner of choice for Mobile Network Operators.

It offers the market's most comprehensive portfolio of roaming products and services. Starhome is registered in Zurich, Switzerland, and has offices across the US, Europe, Asia and the Middle East. It is an affiliate of Comverse Technology Inc, an S&P 500 and NASDAQ-100 Index company, and is a privately held company. For further information on Starhome, please go to www.starhome.com.

About General Wireless

General Wireless provides user-friendly eSMS and eMMS solutions to mobile operators for corporate and personal use. General Wireless is a partner of Microsoft, Oracle and IBM. The company's customers include Vodafone, Orange, TIM and TeliaSonera. For further information, please go to www.generalwireless.com.