



## Press releases

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### Telecom Italia Mobile (TIM) launches General Wireless' two-way eSMS service

Stockholm, Sweden, April 14: Telecom Italia Mobile's (TIM) subscribers can now send, receive, forward and reply to SMS messages from their MS-Outlook thanks to an agreement signed by TIM with Italian KelyanLab and Swedish General Wireless. The deal, based on General Wireless' eSMS Executive, is a breakthrough order for General Wireless and its eSMS technology.

TIM is one of the largest mobile operators in the world with 26 million subscribers. As a leading mobile operator with a strong corporate customer base, TIM is constantly seeking new ways to improve the service it offers. Its new service, named 'TIM Turbo-Mail', is an important step in this direction.

Downloadable from [www.tim.it](http://www.tim.it), TIM Turbo Mail lets TIM subscribers send, receive, forward and reply to SMS directly from their MS-Outlook using already established contact lists for both individuals and groups. Customers pay for the SMS messages sent via their monthly phone bill.

"TIM Turbo Mail fits very well in TIM's service offering to the corporate market since we have seen a great uptake of SMS from the corporate segment and a request from the market for this kind of service", says Leopoldo Tranquilly, VAS Manager at TIM. "To be able to send, receive, forward and reply to SMS messages from MS-Outlook is a natural extension of e-mail".

"We are excited about working with TIM on this project", says Anders Hardebring, CEO at General Wireless, "and we are confident that TIM's subscribers will find the TIM Turbo Mail service very useful".

eSMS Executive opens up new ways for today's 1 billion mobile subscribers and 500 million PC users to communicate by converging the technologies of email programs and SMS into two-way eSMS. This new groundbreaking solution enables mobile operators worldwide to provide a user-friendly service to mobile subscribers, driving SMS traffic.

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#### About General Wireless ([www.generalwireless.se](http://www.generalwireless.se))

General Wireless provides user-friendly, two-way eSMS solutions to mobile operators for corporate and personal use. The company is a Microsoft Office Marketplace partner in the US, UK, Germany, France, Netherlands, Norway and Sweden, as well as an IBM Partnerworld partner. Based in Stockholm, Sweden, the company is funded by Argnor Wireless Ventures ([www.argnor.com](http://www.argnor.com)), Business Builders ([www.businessbuilders.se](http://www.businessbuilders.se)) and Sixth Swedish National Pension Fund ([www.apfond6.se](http://www.apfond6.se)).

#### About Telecom Italia Mobile ([www.tim.it](http://www.tim.it))

TIM (Telecom Italia Group) is the leading European operator in terms of the number of GSM lines on a single network and leader in the domestic market with 26.1 million lines as of December 31, 2003. The TIM Group with its associate companies in Europe, South America and in the Mediterranean basin has reached an overall number of 44.5 million lines.