



WatchMark and Comnitel Merge to Form Leading Wireless Service Assurance Company

Merger brings together wireless veterans with service assurance solutions that help mobile operators monitor, manage and maximize network performance and service delivery

Bellevue, Wash. and Cork, Ireland (November 4, 2003) -- WatchMark Corp., a leading provider of wireless performance management software and Comnitel Technologies, a provider of wireless service management software, today announced that the companies have merged. The new company, WatchMark-Comnitel, brings together a unique concentration of wireless systems & operations support systems (OSS) expertise, strong customer and partner relationships, and proven, best-of-breed technology for managing next-generation wireless services from pre-launch throughout the service lifecycle. The company plans to continue expansion of its deep relationships with multiple global wireless operators including Cingular Wireless, T-Mobile, Verizon Wireless and 3 as well as network equipment providers including Ericsson, Lucent, Nortel, Nokia and Siemens.

"This merger is a decisive move to strengthen our position and deliver greater value to customers and partners," said WatchMark-Comnitel Chief Operating Officer Richard Kateley. "By combining two highly complementary organizations and leveraging our joint wireless expertise, we are able to access new growth opportunities with our current and new customers. We believe WatchMark-Comnitel, with our commitment to customer success, world-class engineering and best-of-breed products and services, will demonstrate rapid momentum in the marketplace as we partner with our customers to deliver unsurpassed solutions for performance and service management."

Traditionally, wireless service providers have relied on performance management applications to manage the performance of their network. However, with the proliferation of value-added services and the mainstream uptake of diverse mobile applications, service providers are looking to migrate from legacy network-centric to customer-centric service assurance solutions, which can provide greater visibility into the subscriber experience. By selecting and implementing best-of-breed solutions that leverage the important linkages between network performance and the business

processes that support service delivery, service providers are able to deliver higher quality of service while gaining key operational and business process advantages.

"We are extremely pleased to merge with WatchMark at a time when wireless operators are seeking service assurance solutions that help them understand their network performance and the service- and customer-related metrics that impact the health of their business," Kieran Moynihan, WatchMark-Comnitel Chief Technology Officer said. "We have worked closely with WatchMark in customer environments over the past several months and are very confident that Prospect and ServiceAssure bring significant value to wireless operators both as standalone, best-of-breed products and as a combined solution."

In order to deliver effective service management, it is important to have a best-of-breed performance management application. Data and key performance indicators (KPIs) delivered from the performance management application provide service management systems with the most complete view of overall network performance. For example, network-level KPIs from Prospect may be combined with other network OSS, service testing and business process data to enable ServiceAssure to aggregate service- and customer-level key quality indicators (KQIs). Service level KQIs, delivered from ServiceAssure empower service providers to proactively do the following:

- Manage their network based on a comprehensive view of the service quality delivered to customers
- Identify the root cause of service degradation and reduce the time to restore service thereby minimizing revenue loss and customer dissatisfaction
- Utilise internal and 3rd party SLAs to migrate the management of the network to a customer-centric manner integrating operations, customer care, account management and sales/marketing around profitable delivery of services and retention of key customers
- Provide external SLAs to business customers and provide the confidence to migrate enterprise services to the wireless data domain

WatchMark-Comnitel is unique in providing a complete range of pre-defined KPI, KQI and quality of service algorithms across 2G, 2.5G and 3G technologies as part of Prospect and ServiceAssure, resulting in more rapid time-to-value than competitors. The combined company will be headquartered in Bellevue, Washington USA with its European headquarters in Cork, a Europe-focused sales, support and R&D office in the United Kingdom, and its 3G center of excellence in Stockholm. As part of the merger, Nic Humphries of Hg Capital joins the WatchMark-Comnitel board of directors. Comnitel Chief Executive Officer Kieran Moynihan becomes WatchMark-

Comnitel chief technology officer. WatchMark CTO Richard Kateley becomes WatchMark-Comnitel chief operating officer. Tom Munro is chief financial officer for the combined company and Jeff Feinstein is responsible for global sales and alliances.

About WatchMark-Comnitel Prospect

WatchMark-Comnitel Prospect delivers performance metrics, across multi-vendor, multi-technology networks through a user-friendly, Windows- or Web-based interface and makes it simple to generate graphical and insightful reports for use across the enterprise. With powerful features for aggregating and summarizing data, and an easy-to-use, customizable myProspect portal interface, Prospect enables operators to analyze and improve service more rapidly while using finite RF spectrum and network infrastructure more efficiently.

About WatchMark-Comnitel ServiceAssure

WatchMark-Comnitel ServiceAssure™ is a service quality management (SQM) and service level agreement (SLA) management solution designed specifically to manage the complexities associated with wireless networks. ServiceAssure™ enables wireless service providers commit to and deliver superior levels of service through proactively monitoring, managing and reporting on the quality of service experiences by the end customer.

About WatchMark-Comnitel

WatchMark-Comnitel's solutions for wireless network performance management, service quality management (SQM) and service level agreement (SLA) management solutions have been deployed by more than 100 wireless network operators worldwide and sourced by leading wireless network equipment providers. The company operates globally and is financially stable with a strong North American and European investor base. WatchMark-Comnitel announced a merger in November, 2003. The company is headquartered in Bellevue, Washington USA with its European headquarters in Cork, Ireland, sales and support office in St. Albans, UK and 3G center of excellence in Stockholm, Sweden.