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PRESS RELEASES

Kirusa launches International Voice SMS initiative

Enables mobile subscribers to send Voice SMS messages to a billion people around the world

Tuesday, February 13, 2007: 3GSM, Barcelona, Spain - Kirusa, the leading developer of value added mobile services, today announced the launch of its International Voice SMS initiative. Mobile subscribers around the world would now be able to send personalized Voice SMS messages to friends, family and colleagues in other countries, at a fraction of the cost of international voice calls. People would be able to send Voice SMS messages to recipients who may be in different time zones, without a concern for disturbing them.

Kirusa's international Voice SMS initiative allows its clients to offer the seamless, integrated International Voice SMS experience to their mobile subscribers, enabling them to send Voice SMS messages to anyone around the globe; even in the countries where mobile operators have not yet launched the Voice SMS service. The Kirusa initiative allows subscribers to send Voice SMS messages to almost one billion mobile subscribers today, with further expansion expected shortly.

Kirusa is offering a free trial of International Voice SMS to all attendees at 3GSM. Instructions and free trial offers are available at the Kirusa booth 2.1 D 56 in Hall 2 Level 1.

The launch of Kirusa International Voice SMS initiative ensures that, for mobile subscribers enjoying the Voice SMS service today, the convenience of Voice SMS is now extended to international recipients. The end user experience is unchanged other than addressing to an international destination when composing or forwarding messages.

For mobile operators, the high value and margin for international messages adds to the revenue base. Mobile subscribers in countries where operators have yet to launch the service will be able to easily access and reply to messages using domestic access numbers in the countries where they live. Patent pending Click2Listen technology is used to provide direct access to the messages, without the need to navigate though a list of menus and messages.

On this path breaking initiative, Dr. Inderpal Singh Mumick, Founder and CEO, Kirusa said, "Kirusa has always been at the forefront of introducing pioneering technologies that provide new ways for people to communicate, and bind the industry together. We envision that eventually Voice SMS will be as universal as Text SMS, and would require the development of a global interoperability standard." He further added, "While the adoption curve for Voice SMS as a service has been very dramatic, we expect this initiative would help the customers adopt it in a bigger way."

"We have always valued our relationship with Kirusa and we support its initiative of connecting people and bringing them closer to each other across continents," said Jean-Rene Bouvier, general manager, Open Call Business Unit, HP. "The combination of Kirusa's Voice SMS and HP OpenCall Media Platform is a potent revenue-generating solution that can be delivered in a cost-effective way."

Sunzay Passari, Vice President, VAS & Devices, BPL Mobile said, “We are very interested to offer an international voice messaging option to our subscribers, who have a large community of friends and family outside India. The international reach will bring Voice SMS at par with the most successful mobile value add application – SMS. We wholeheartedly support Kirusa’s initiative on international Voice SMS.”

Kirusa is committed to an open standards approach embracing multiple vendor inter-operability with other services and vendors (Email, Voice SMS, MMS), that will drive a broader global adoption of International Voice SMS.

About Kirusa

Kirusa is an industry leader and globally recognized provider of mobile value added services that leverage the freedom of multimodality. Kirusa’s solutions include the hugely successful KV.SMS™, the world’s most advanced “Voice SMS” solution, which allows mobile users to send and reply to SMS messages with voice, and works on all handsets and on all networks. The solution offers the industry’s most intuitive user interface, Click2Listen for single click listen and reply functionality. KV.SMS is built on Kirusa’s patent pending technology and its highly reliable and scalable multimodal platform. The platform’s ability to manage and synchronize data and voice interactions, plus its integration with IMS and 3G standards, enable customers to cost effectively deploy additional revenue-generating services such as messaging, search, information, and entertainment applications. Kirusa’s solutions are deployed worldwide and used by millions of mobile subscribers. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has sales offices in Paris, France; Delhi, India; and Hong Kong; with a research and development facility in Bangalore, India.

For more information, please visit www.kirusa.com.

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