

Telenor Sweden selects Drutt MSDP

Drutt strengthens its market leader position in mobile service delivery

Stockholm, Sweden — Drutt Corporation has been selected to provide the end-to-end solution to support Telenor Sweden's dynamic portfolio of mobile services. The portal acts as a storefront promoting downloads of CD-quality music, Mobile TV, games and more

Telenor Sweden is a leading communications provider, offering mobile and fixed telephony, broadband and rich media services. In the wireless space, Telenor Sweden has a strong track record of providing innovative and advanced mobile data services to a growing customer base.

Drutt Mobile Service Delivery Platform (MSDP) is a powerful and flexible tool which allows Telenor Sweden to easily fine-tune service offerings based on customer segmentation variables. Targeted campaigns, time-limited service bundles and personalized look-and-feel can be changed on a daily basis.

"To be successful in this business we need to be in the front line. The solutions we choose must be combined with effective cost control. Drutt is meeting both these criteria", says Anders Jensen, Marketing Director at Telenor Sweden.

"The mobile service business is really all about marketing and understanding customers - not technology" comments Roland Svensson, Drutt CEO. "Historically it's been the other way around. We are very pleased to team with Telenor to make the shift"

For more details about the end-to-end Drutt MSDP products and solutions, please visit:

<http://www.drutt.com/products/>

About Drutt Corporation

Drutt Corporation is the world's leading Mobile Service Delivery Platform (MSDP) provider to mobile operators. Our products help operators mobilize and charge for any content to any device, over any mobile network and delivery channel. Drutt Corporation is a global software company with offices in Sweden, UK, North America, Latin America, Middle East and China. Drutt products are commercially deployed in more than 60 operators in 35 countries, managing millions of transactions and available to hundreds of millions end users every day. For more details, please visit: <http://www.drutt.com>.