



Press release

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## **Cell Telecom writing partnership agreement with Castcom**

**Cell Telecom is investing to become the leading player in customer service on the Internet, and is signing a partnership agreement with the Castcom software company. Among other things, this partnership includes sales of the Castcom Contact customer service system in Sweden, and may be expanded into Europe in the future.**

“Our target is to play a leading role as a supplier and integrator within the “contact centre market” in Sweden. Castcom offers world-leading technology for IP-based contact centres and their solution can be used in a number of our customer segments, particularly the Internet and Customer Service,” says Kenneth Andersson, Business Unit Manager at Cell Telecom. “With the right system, we believe that more customers will invest in telephony over the Internet, known as IP telephony.”

“We have already commenced a number of joint customer projects. The partnership agreement with Cell Telecom means that we will gain a broader market coverage, and an experienced and highly competent partner within telephony. Our vision for the future is to expand together onto the European market, very likely starting with England,” says Sven Engler, Sales Manager of Castcom.

Castcom Contact is a web-based solution for superior service on the Internet. The customers mainly comprise call centre companies, and other companies offering products and services over the Internet. Through the partnership agreement, Castcom Telecom will become distributor for Castcom Contact, and will be in charge of sales in the introductory period, installation, and customer support.

### **About Castcom**

Castcom develops and markets leading software products for personal contacts and customer service on the Internet. The company's products are based upon a specially developed communications platform that has patent pending. This is IP-based, and also supports broadband application and the wireless Internet. The core product is “Castcom Contact”, an Internet-based call centre solution, or contact centre, which makes it possible for companies, sites, and portals to increase interactivity and personal contact over the Internet. Castcom Contact handles all media, such as traditional telephony, IP telephony, real-time chat, and e-mail. Castcom AB (publ) was established in 1998. Its MD is Richard McHugh and the Board of Directors is led by Klas Carlin. The company has 43 staff and offices in Stockholm and Nynäshamn. Castcom is listed on the New Market section of the stock exchange, with the designation “CCOM”.

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Cell Telecom offers services and solutions to customers on the entire telecom and data communication market, as well as to end users of telecom-based services. The services offered are commercially vital support systems, plus product development within the fields of mobile and data communications, Network Management, Embedded Systems, Wireless Applications, Internet, CTI and Customer Service. Cell Telecom AB is a subsidiary within the Cell Network group.