

DruTT Corporation powers Mobitel

DruTT MSDP products support Bulgarian launch of Vodafone *live!*

Stockholm, Sweden — Mobitel, the leading Bulgarian mobile operator, has experienced tremendous success after the launch of Vodafone *live!* in mid-October 2006. Marked as a unique event in the history of Bulgarian mobile communications, Vodafone *live!* has brought a completely new world of infotainment services to market.

Vodafone *live!* is one the most popular and acclaimed mobile multimedia services in the world, visited by nearly 45 million users and accessible in 27 countries. Entering it, all M-Tel subscribers can enjoy popular TV shows, download video clips, listen to music, play games, chat or find the nearest club.

Only six weeks after launch, Mobitel had achieved a total of 300 000 Vodafone *live!* TV views, a staggering 100% above expectations. In addition to TV, Mobitel saw an impressive 150 000 downloads of mp3 songs, images and video clips. Other popular services include news, weather forecasts, horoscopes and chat.

DruTT Corporation is providing core MSDP products to support Mobitel's Vodafone *live!* services:

- **DruTT 3PI** handles all aspects of content & service integration as well as partner management
- **DruTT Rendering** is the powerful engine looking after all device adaptation and content re-purposing to optimize delivery to every mobile device

Mobitel is Bulgaria's oldest and leading mobile operator, with a growing subscriber base of more than 4.3 million. In July 2005, it became a part of mobikom austria group (MAG), which includes mobikom austria, a 100% subsidiary of Telekom Austria, Croatian operator VIPnet, Slovenian operator Si.mobil, and mobikom liechtenstein in Liechtenstein.

"We have enjoyed supporting the MAG group for a number of years now, and it's a relationship we hold very dear" commented DruTT CEO Roland Svensson. "It is a great feeling to add value to such a successful service as Vodafone *live!* and be a part of its continued growth."

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>.