



Etisalat Launches Ring Back Tone Service with Record Growth Based on Technology of the European Computer Telecoms Group (ECT)

**New project marks another milestone in the development
of ECT's indirect sales channels**

Munich, October 12, 2007 – The European Computer Telecoms Group (ECT), together with its indirect sales partner Ericsson, has implemented another successful ring back tone solution for Etisalat, a leading network operator in the Middle East. ECT's solution provides WEB, WAP, SMS and IVR interfaces in English and the local languages.

The new Ring Back Tone (RBT) Service is one of the most successful products at Etisalat and is yet another addition to the long series of profitable RBT services realized with ECT technology. ECT has implemented the complete solution including the customization of all user and network interfaces. The RBT service was launched this summer and so far has experienced record growth, adding over 80,000 new subscribers every month.

"We are very proud to have realized another joint project with our partners and in so doing, acquired another major customer in the Middle East" comments André von Appen, Vice President Global Indirect Sales at ECT. "With local sales partners, such as Ericsson and Mobilink, we have highly competitive solutions for Middle Eastern carriers and are looking forward to more contracts in this very interesting region."

ECT maintains a separate division which encompasses a full range of activities for indirect sales partners – including sales, pre-sales, project management, implementation and post-sales – needed to ensure that ECT's partners and their customers receive first-rate support across the entire value chain.

[European Computer Telecoms AG](#)

Westendstraße 160
D-80339 Munich, Germany

Barbara Hudson
Manager Marketing Communications
Tel.: +49 (0)89 55 29 47-620
Barbara.Hudson@ect-telecoms.de

Sebastian Weinstock
Manager Marketing Communications
Tel.: +49 (0)89 55 29 47-836
Sebastian.Weinstock@ect-telecoms.de



To find out more about ECT's Ring Back Tone Service, visit

<http://www.ect-ringback.com>

About ECT Ring Back

ECT Ring Back is one of the worldwide leading solutions for ring back services. It is used by leading network operators throughout Europe, North America, the Middle East, Africa and Asia.

Ring back services are value-added services based on replacing the traditional ring back tone with audio or multimedia content. ECT (European Computer Telecoms) makes ring back services highly profitable business for carriers by implementing the required technology quickly, reliably and cost-effectively and enabling the features that drive subscription and content sales.

The ECT Ring Back allows carriers to realize ring back tone, multimedia ring back and advertising ring back services on one platform. It can be integrated simultaneously in legacy as well as next-generation mobile and fixed networks. ECT offers complete customized network and user interfaces as well as open application programming interfaces for third-party developments.

With the ECT Ring Back features, carriers concentrate on the content their market demands, choose the sales channels according to their requirements, execute targeted marketing campaigns, ensure the right user experience and make their service viral.

ECT is also specialized in replacing defunct ring back solutions and migrating customer data and content.

For more information, please visit <http://www.ect-ringback.com>

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About Etisalat

Etisalat has been the telecommunications service provider in the United Arab Emirates (UAE) since 1976, and has built up a modern telecom infrastructure and established itself as an innovative and reliable operator.

Mobile subscribers exceeded 4.5 million by the end of 2005, up 23% from 2004. This represents penetration of nearly 100 per cent, a remarkable figure regionally and internationally. Internet and broadband penetration also witnessed huge growth during 2005, with penetration at almost 51%. Etisalat has concluded roaming agreements with over 265 operators, and even Etisalat's prepaid mobile subscribers can roam in many of these networks.

Apart from enabling the nation with basic telecommunication services, Etisalat also offers a range of innovative and modern services that have served to position the UAE as one of the most advanced nations in terms of telecom services. Mobile users enjoy the benefits of excellent voice and data applications like WAP, GPRS, 3G, MMS, Push To Talk, BlackBerry services and others. Enterprise and individual customers on the fixed-line network also benefit from services such as ATM (Asynchronous Transfer Mode), Frame Relay, VSAT and ISDN.

About ECT (European Computer Telecoms):

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfil market demands.

Based on its open **ECTXML**[®] programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including at&t, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, IN-telegence, mcell, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

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