



Media Advisory

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UREACH TECHNOLOGIES' TO HELP OVER 40 MVNO PROVIDERS HARNESS THE POWER OF ENHANCED SERVICES

HOLMDEL, NJ – May 15, 2006 – uReach Technologies (www.ureachtech.com), a leading provider of converged communication solutions for fixed-line, mobile, and broadband service providers, today announced that Saul Einbinder, Senior Vice President of Marketing and Business Development for uReach, will be presenting a 45-minute session at the 2006 MVNO (Mobile Virtual Network Operator) Summit entitled “Driving Market Differentiation and Profitability with Enhanced Services.” The session, scheduled for May 17 at 3:45 p.m., is part of the 2006 MVNO Summit taking place May 16-19 at the Venetian Resort Hotel & Casino in Las Vegas.

With over 40 MVNO providers attending, the 2006 MVNO Summit is the largest event of its kind, offering best practices for entering – and surviving – the competitive and highly-rewarding MVNO marketplace, offering “real-world strategies” from leaders and innovators from the industry. Einbinder will lead a session on May 17 entitled “Driving Market Differentiation and Profitability with Enhanced Services” that will provide attendees – including MVNOs, carriers, content providers and venture capitalists alike – with key strategies for:

- Choosing a partner that can help MVNO’s capitalize quickly and economically take advantage of the enhanced services opportunity;
- Leveraging enhanced services in the marketplace as a revenue-generating offering; and
- Understanding what enhanced services are and why they matter to MVNOs.

Leveraging a standards-based software architecture running on open systems, uReach has designed its Converged Services Framework (CSF) from the ground up to meet service providers' stringent requirements for reliability and availability, while remaining cost-effective to deploy and operate. uReach further differentiates itself by offering both a turn-key managed service and fully-licensed solution for service providers.

About uReach Technologies

uReach Technologies, Inc is the leading provider of converged communication solutions for the service provider market. The uReach Converged Services Framework (CSF) offers a standards-based and IMS-compliant approach for uniformly deploying value-added voice and data services across wireless, wireline and IP properties quickly, economically and in scale. Running exclusively on open systems, uReach Enhanced Voice Messaging, Audio-SMS, Multimedia Messaging, Single Number Service are currently deployed with over 40 service providers in 38 countries improving the way millions of subscribers communicate everyday.



uReach is a privately held company headquartered in Holmdel NJ with offices in
Wilmington, MA. For more information, visit www.uReachCorp.com.

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