

eServGlobal delivers Push Voicemail to Mobile World Congress

Barcelona, 11 February 2008

eServGlobal Limited (LSE: ESG & ASX: ESV), a provider of end-to-end solutions, enabling smart communication and payment services for service providers on any generation network, today announced the launch of an innovative approach to make voicemail more exciting.

With eServGlobal's Mailis Suite, Push Voicemail creates an exciting new way of presenting voicemail. It allows voice messages to be converted into multimedia messages (MMS), using an avatar from Cantoche, specialists in Living Actor™ Avatars. The message is then pushed directly to the subscriber's handset via the M2Mail Platform from Inexbee, the leading vendor of mobile push mail solutions.

Offering a messaging service using avatars gives subscribers a more enjoyable experience of voicemail, increases revenue, stimulates voicemail usage and attracts new subscribers. Real-time push delivery gives subscribers faster access to their messages without the need to call their voice mailbox and reduces the burden of storing voicemails on the network.

Laurent Lafarge, Chief Executive Officer of eServGlobal said "Imagine your voicemail being pushed directly to your phone, being easy to access and with a fun animated character. Now that MMS-capable phones make up around 80% of total phones in use, service providers can now offer subscribers a better user experience without needing to change their phone, configure it or install software."

eServGlobal will be at **Hall 8 Stand 8A69** at the Mobile World Congress 2008. Visit our booth to see a demonstration of eServGlobal's Mailis Suite Push Voicemail and learn how it can improve the user experience and reduce service providers costs.

About Cantoche

Cantoche is an international company based in France (Paris) and in the United-States (Albuquerque, NM). It is very well known for its unique expertise in "3D embodied agents" as well as for its technological innovations in the field of humanized interfaces.

With more than 8 years of experience during which it has created and implemented 3D interactive and animated actors for more than 200 customers, Cantoche is identified as being an expert of this domain and it is involved in many research groups to prepare tomorrow's interfaces. Last but not least, Cantoche is the inventor of the Living Actor™ technology that makes it possible to create and bring to life bright interactive animated actors that can enact any scenario within any application on every multimedia device. The Living Actor™ technology is patent pending, and has obtained many.

About Inexbee

Since 2000, Inexbee has been developing a solid international reputation for its cutting edge convergent services platforms among Mobile Operators.

European based, with offices in Paris, Brussels, Madrid, Inexbee's software solutions have been already endorsed by major mobile players in Europe, EMEA ...

Inexbee brings convergent solutions to telecom operators, enabling them to market differentiating multimedia services, easy-to-use, easy-to-set up and adapted to their particular business models.

Three main product lines in Inexbee's portfolio: M2MAIL (mobile email), M-Everywhere (mobile softphone), M2Media Pro (mobile remote access to any files).

For more information: www.inexbee.com / Hall 2 Stand 2A37 at the Mobile World Congress 2008

About eServGlobal

eServGlobal (LSE: ESG & ASX: ESV) invents smart communication and payment services for telecommunications service providers operating on all generation networks.

eServGlobal's innovative solutions help service providers to grow new revenues, reduce churn, and lower costs. In addition, service providers are assured of seamless evolution to new network architectures, such as IMS and beyond.

As payment is crucial, eServGlobal's Charging Suite responds to increasingly sophisticated charging and billing challenges while providing advanced recharge and m-payment solutions. The innovative Retention Suite delivers targeted incentives to increase customer satisfaction and retention. Meeting customer demand for new communication experiences, the eServGlobal Messaging Suite enables reliable delivery of multimedia services such as unified messaging, video blog, SMS, and instant messaging. The Network Suite supplies enhanced personalisation and network optimisation.

Over 80 of the world's leading service providers, with over 400 million mobile subscribers in more than 50 countries, are taking advantage of eServGlobal's end-to-end solutions and expertise to quickly deliver revenue-generating services. With 14 offices around the world and staff from 20 different countries, we provide flexible solutions with ongoing product development, based on a deep understanding of our customers' challenges.

More information can be found at: www.eservglobal.com

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