

eServGlobal unveils Multi-play Pack for ISPs at 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 a pre-packaged service bundle for internet service providers (ISPs) operating on next generation networks (NGNs).

This ready-to-go Multi-play package offers pre-integrated charging and messaging services to new ISPs wanting to launch services quickly, or to existing ISPs needing to upgrade their services but reduce their infrastructure footprint.

The eServGlobal Multi-play Pack offers unified communication by allowing subscribers to access all their messages via any device, whether they are voice, video, email, fax or SMS messages. Service providers can earn more revenue by providing SMS terminating services to email or IM, thereby connecting to the fast-growing world of instant messaging.

Included with these services is flexible real-time charging, allowing service providers to charge for any kind of ISP event, such as pay-per-view, video-on-demand, or premium content services. ISPs offering fixed-mobile convergence (FMC) can use the innovative HomeZone feature, to set tariffs based on subscriber location.

Laurent Lafarge, Chief Executive Officer of eServGlobal said "We strongly believe that the ISP market is the fastest-growing segment of the telecoms market. In this rapidly evolving market, fast delivery is crucial, and ISPs can benefit from this bundled approach to reduce their time-to-market."

eServGlobal will be at **Hall 8 Stand 8A69** at the Mobile World Congress 2008. Visit our booth to learn how eServGlobal's innovative solutions can help service providers grow new revenues, reduce churn, and lower costs.

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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