

Press Release

4 August 2008

Subex customer base reaches 200 deployments

Superior solutions and customer focus drive global growth

Bangalore, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for communications service providers, today announced that it has crossed the 200 customer mark worldwide. The current count of customers stands at 202, with 300 installations, covering leading telecommunications service providers across the globe.

Speaking on achieving this milestone, Subash Menon, Founder Chairman, Managing Director and CEO of Subex Ltd, said, “This is a great moment for us as it is an important indicator that Subex has become a trusted OSS and BSS supplier to telecommunications service providers around the world. We have reached this milestone thanks to our focus on developing and selling innovative OSS and BSS solutions that enable our customers to achieve operational dexterity and sustainable profitability.”

Customers include providers who offer a wide range of services, including voice, video and data across both legacy and next-generation infrastructures. The Europe, Middle-East and Africa regions (EMEA) hold the maximum number of customers, followed by the Americas (North America and Central and Latin America) and APAC. Subex’s customer deployment progress is consistent with its position as market share leader in revenue management solutions, including Fraud Management and Revenue Assurance. The deployment milestone also reflects the company’s achievements in providing fulfillment solutions that enable operators to accelerate and automate the delivery of next-generation services such as broadband, IPTV, Metro Ethernet, WiMAX and others.

Innovation is key to the Subex solution portfolio. This is evident in Subex’s Revenue Operations Centre, the ROC, which is a centralized framework for end-to-end control



of a service provider's revenue and costs, fostering operational dexterity for sustained profitability. Like a Network Operations Center (NOC) ensures the health of the network, a ROC ensures the integrity of a telco's revenue streams, processes and improves visibility of the financial impact of the enterprise's operations.

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About Subex Limited

Subex Limited is a leading global provider of Operations and Business Support Systems (OSS/BSS) that empowers communications service providers to achieve competitive advantage and deliver new service experiences to subscribers. The company pioneered the strategic concept of the Revenue Operations Center (ROC) – a centralized framework for end-to-end control of a service provider's revenue and costs, fostering operational dexterity for sustained profitability.

Subex's software portfolio powers the ROC and its best-in-class solutions enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex's customers include 32 of the world's 50 largest service providers. The company has 300 installations across 70 countries.

For more information please visit www.subexworld.com.

Forward Looking and Cautionary Statements

Certain statements in this release concerning Subex's products, strategy and future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, market acceptance of Subex's products and services, Subex's ability to implement its growth strategy, competition in Subex's areas of business and general economic conditions affecting the telecom industry.

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