



VODAFONE UK USES DEXTERRA AS THE BACKBONE OF ITS NEW MOBILE APPLICATIONS SERVICE

With the Dexterra Mobile Application Service Platform, Vodafone UK innovates how customers develop, deliver, and manage mobile applications

Reading, UK – 17 April 2007 – Dexterra, Inc., the fastest-growing mobile solutions company worldwide, announce that Vodafone UK has deployed its Mobile Application Service Platform as the backbone technology for its new Vodafone Applications Service. The service enables Vodafone UK customers to quickly and easily deploy and use mobile applications with unmatched security and ease using the Vodafone network.

The Vodafone Applications Service is a new 'in-network' mobile application delivery solution that revolutionizes the way mobile applications are delivered and used within a business. By seamlessly integrating into the Vodafone data network, the Vodafone Applications Service connects users to back-end systems and external data sources – without investing the time or resources necessary to implement middleware technology in-house. Using the Vodafone Applications Service, any business can develop, distribute and manage mobile applications with support for both leading enterprise and custom-built systems.

“Vodafone Applications Service is an important part of our ongoing enterprise strategy, significantly raising the level of mobile business services we can offer our customers,” said Kyle Whitehill, Enterprise Business Unit Director, Vodafone UK. “In creating this new service, we can provide our customers with an all-in-one solution that offers user-friendly, real-time access to business systems and the information held on them. Dexterra has helped us achieve exactly this, and together, we have created a solution that will put truly mobilised applications within the reach of every business in the UK.”

The Dexterra Mobile Application Service Platform offers users the ability to interact remotely with their business applications and external data resources from a range of mobile devices – including RIM BlackBerry, Microsoft Windows Mobile and SmartPhone Devices, and Nokia Symbian devices.

As mobility further becomes a core part of each and every business, Dexterra delivers mobile enterprise applications in a format that is specifically tailored to users' jobs and business processes, as well as maximising previous IT and mobile device investments. It also increases communication between mobile workers and the corporate office – providing the most up-to-date information to users wherever their location.

“The Dexterra Mobile Application Service Platform is a unique product aimed at meeting the demanding requirements of the telecommunications industry, as well as the overall mobile business community,” said Rob Loughan, Chairman and CEO of Dexterra. “We are extremely pleased to be working closely with Vodafone UK to launch Vodafone Applications Service in the UK. We look forward to helping Vodafone change how people buy and use mobile applications in the future, as they have done with voice and data services in the past.”

The Dexterra Mobile Application Service Platform is a telecom-grade application and middleware platform designed to specifically operate as a service by telecommunications providers and hosting/managed service companies to support the overall enterprise

community's mobile business requirements. It includes all the necessary technology, management and interface capabilities required to operate in these demanding environments. Dexterra also provides unique billing, management and security interfaces to enable seamless and secure integration of these capabilities. Dexterra provides a completely customisable platform, which enables the mobile business application to be tailored to the exact mobile needs of customers, and makes it easier for them to implement the right mobile solution quickly and easily.

About Dexterra

Dexterra is the fastest-growing mobile solutions company in the world. Dexterra Concert™ - the company's flagship product - enables companies to assemble, adapt and evolve mobile composite applications using industry standard-based toolsets for both Windows and Java environments. Supporting field service, field sales, asset management, workforce management, and several other mobile business functions, Dexterra's full suite of industry-specific solutions easily adapt to business process changes, support the largest selection of wireless and mobile devices, and integrate with the greatest number of enterprise back-office systems - all without disrupting companies' existing enterprise IT environments.

Many of the world's premier mobile technology companies and industry leaders rely on Dexterra to power their Mobile Way of Business, including Emirates Airlines, IKON Office Solutions, Motorola, Stanford University and the United States Department of Homeland Security. With offices in Seattle, Toronto, London, Cologne, Dubai, Singapore, and Melbourne, Dexterra also partners with technology leaders such as IBM, Microsoft, Accenture, RIM, Cap Gemini, Telstra, @Road, and Cingular. For more information, visit www.Dexterra.com.

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