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Press Release

Source: Challenger Mobile Group

## Challenger Mobile and Wireless Systems Integrator iCELL Network Announce Partnership

Tuesday June 17, 7:00 pm ET

### Companies to Deliver End-to-End Mobile VoIP Solutions to Customers in the Asia/Pacific Region

SINGAPORE--(MARKET WIRE)--Jun 17, 2008 -- CommunicAsia2008 Conference - Challenger Mobile, the white label Mobile VoIP Company with a unique managed service approach to helping mobile operators and service providers enter new markets and reach new audience segments, and iCELL Network, one of Singapore's pioneering Wireless ISPs and system integrators, today announced a partnership to jointly deliver end-to-end Mobile VoIP solutions throughout the Asia/Pacific region.

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Today the companies announced that Challenger Mobile has signed a Memorandum of Understanding (MoU) with iCELL Network. iCELL has extensive experience in integrating wireless technology and providing wireless end-to-end services, including expertise gained while building one of the world's largest and fastest mesh Wi-Fi hotzones for Wireless@SG, Singapore's award-winning public Wi-Fi network. In the MoU, the companies agree to cooperate in Mobile VoIP projects, combining iCELL's expertise in wireless and Challenger Mobile's in VoIP to deliver an end-to-end Mobile VoIP solution to mobile operators and service providers throughout the Asia/Pacific region.

Esa Pollari, Challenger Mobile's Director of Business Development, says, "VoIP is already commonly used at home, but public Wi-Fi networks haven't seen much VoIP usage because of barriers like cumbersome log-in pages, unwieldy payment schemes and privacy concerns. Wi-Fi aggregators have introduced some usability improvements, but in order to reach its full potential, Mobile VoIP requires careful network planning and optimization, which you want to leave to an expert integrator. We have found such a partner in iCELL."

iCELL's CEO, Ken Chua, adds, "Mobile VoIP is an exciting opportunity for the whole ICT industry. It's not so much a technical challenge, but more a question of finding the right partners. Together, Challenger Mobile and iCELL can deliver an end-to-end solution. In contrast, service providers that shop around for bits and pieces end up playing referee to vendors who blame each other when their products don't work. Our solution is pre-integrated."

#### About Challenger Mobile Group

Challenger Mobile is a leading provider of end-to-end white-label Mobile VoIP platforms to wireless operators, content and service providers. Since 2001, Challenger has been on the forefront of the convergence of Mobile and VoIP technologies, and has created software solutions that enable providers to rapidly enter this emerging market with flexible, scalable systems that offer a low cost of entry, standards-based architecture, and innovative branded service offerings. Based in Stockholm, Sweden and Singapore, Challenger markets its offerings through resellers, OEMs and systems integrators worldwide. For more information, visit <http://www.challengermobilegroup.com>.

#### About iCELL Network Pte Ltd

iCELL Network is a leader in wireless infrastructure and solutions in Singapore and one of the country's pioneering Wireless ISPs and system integrators. As both WISP and SI, iCELL is uniquely able to provide both the infrastructure as well as the content and applications to build a

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commercially viable, end-to-end high-performance wireless ecosystem. The company offers a complete range of services in conjunction with a broad array of wireless and wireless-related products from global technology leaders. In 2006, Keppel T&T, the network engineering and logistics arm of the Singapore-headquartered MNC, Keppel Corporation, acquired 30% of the equity in iCELL Network. For more information, visit <http://www.icellnetwork.com>.

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