

PRESS RELEASE

WDSGlobal wins support contract at Virgin Mobile Australia

WDSGlobal to provide specialist data support and device configuration for Australian MVNO

31st October 2007: Virgin Mobile Australia has selected WDSGlobal to provide specialist support for customers of its mobile data services, including MMS, Email and GPRS. The agreement covers Virgin Mobile handsets, data cards and USB modems and will deliver diagnostics and configuration of end-user equipment and services via WDSGlobal's dedicated call centre in New South Wales, Australia.

Problematic access to data services is a common issue for many mobile users, with compatibility issues, incorrect configuration and faulty equipment all preventing users from successfully connecting to a service.

"Virgin Mobile's success has been built out of an understanding that to the end-user, services should be simple and effective to use. That means no unnecessary jargon or complicated set-up procedures for data services such as Email, GPRS or web browsing," explains Andy Yule, WDSGlobal's regional manager for Oceania. "Our goal is to help Virgin Mobile subscribers get the most from their mobile devices."

WDSGlobal, headquartered in the UK with operations in Europe, North America, Middle East, Asia and Oceania, currently handles more than 3.5 million enquires every year from end-users looking to connect to mobile data services. The company has been offering support solutions and user experience optimization strategies to the global telecommunications markets for more than 10 years.

Virgin Mobile will also be able to track support trends with regular analysis of call drivers and common problem areas across the mobile data user experience. This will help the operator to continuously improve its services and internal systems in line with customer expectations.

-ends-

About WDSGlobal

Since 1995, WDSGlobal has been focused on helping mobile operators, handset manufacturers and content providers meet their customers' expectations for service and quality. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal today offers the mobile industry's most complete solution for the management of subscribers, devices and services.

With over 900 employees globally and dedicated support centres in the UK, USA, South Africa and Australia, no one gets a better view of the complete mobile user experience. Every day, WDSGlobal collects, validates and shares data about devices, services and user behaviour, using it to feed GlobalMine™ - the industry's most comprehensive knowledge base and foundation for the company's portfolio of carrier-grade products and services.

The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK.

www.wdsglobal.com

For more information, please contact:

Tim Deluca-Smith

VP Marketing

Tel: +44 (0) 1202 713 725

Tim.deluca.smith@wdsglobal.com

www.wdsglobal.com