



## PRESS RELEASE

### **WDSGlobal wins International Expansion Award**

*'Sunday Times Microsoft Tech Track 100' names WDSGlobal as one of Britain's most successful international achievers*

**Poole, UK: 28<sup>th</sup> November 2007:** Wireless Informatics specialist WDSGlobal has received the Sunday Times Microsoft Tech Track 100 'International Expansion Award'. The award was won on the success of WDSGlobal's international growth, serving the global mobile communications industry with wireless lifecycle management and support solutions.

The award forms part of the annual Sunday Times Microsoft Tech Track 100 list, which ranks Britain's fastest-growing private technology companies based on sales growth. WDSGlobal has featured on the list for two consecutive years.

WDSGlobal provides mobile operators, handset manufacturers and application service providers with tools and services designed to remove the complexity of mobile technologies and make products and services more accessible to end-users. This includes dedicated customer care support centers in Europe, North America, Africa and Oceania and sophisticated device management technologies allowing remote configuration and management of handsets over-the-air.

"We've benefited from a global demand amongst consumers for more sophisticated mobile handsets and services. Today's mobile users don't just want a tool for making phone calls, they want to take photos, listen to music, play games, surf the Internet and send messages. However, such technologies can often be complex, making them expensive for organizations to support and limiting their revenue generating potential," explains WDSGlobal's chief executive David Ffoulkes-Jones. "Where there's mobile, there's a need for WDSGlobal's services and we'll continue to support our international customers as they look to grow their businesses and leverage the latest advances in mobile technologies."

The award was presented at the seventh annual awards dinner, held at Wembley Stadium, London.

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**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 centers 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 behavior, 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. For more information, please visit [www.wdsglobal.com](http://www.wdsglobal.com)

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