



PRESS RELEASE

Wireless industry leader appoints Tod Wingfield as General Manager for its Boise site

Boise (ID): September 2, 2008: Tod Wingfield has been appointed General Manager of WDSGlobal's Boise site. The company, which operates customer care and mobile device management services on behalf of major mobile carriers and cell phone manufacturers, is one of Boise's fastest growing companies and part of a global business that spans four continents.

WDSGlobal opened its Boise facility in February 2008 to support the growing requirement across the wireless industry for specialist customer care and support services. Each month nearly half a million support calls are managed at the site by 1000 call center agents; a further 300 agents are to be recruited by the end of the year to meet customer demand. Wingfield, who joins WDSGlobal from leading financial service group Citi. has been appointed to manage the site's rapid expansion, lead the local management team and oversee quality of service.

"As General Manager I'll be dedicated to creating a workplace that not only meets our customers' expectations for quality but one that allows employees to grow and develop new and exciting careers in the wireless industry. I want to put Boise on the map as a center of expertise for wireless device support," says Wingfield.

"Tod brings with him a wealth of industry expertise and solid leadership skills that will help to build on our success as the industry's leading provider of mobile device management and support services," adds WDSGlobal's CEO, David Ffoulkes-Jones. "We opened the Boise site just eight months ago and its success in that short space of time has been phenomenal. The city is a natural fit, offering a skilled base of employees that compliments our commitment to expertise and quality of service perfectly."

The company is already one of the largest private sector employers in Kirkland (WA), and has international offices in Dubai, South Africa, Singapore, Australia and the UK, where it is headquartered.

-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 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

For more information, please contact:

Tim Deluca-Smith
VP Marketing
Tel: +44 (0) 1202 713 725
Tim.deluca.smith@wdsglobal.com
www.wdsglobal.com