



NEWS RELEASE

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Celcite opens new office in South Africa

Establishment of sales and support presence in Johannesburg, headed by Graham Kemp, will assist African mobile operators and vendors in significantly improving optimisation efficiency and network quality

Herndon, VA, USA: November 7, 2011 — Celcite Management Solutions (www.celcite.com), the world's leading provider of automatic optimisation tools and services for wireless networks, announced today the opening of a new sales office in Johannesburg, South Africa, and the appointment of Graham Kemp as the Regional MD for Africa.

"This new investment clearly demonstrates our commitment to Africa as one of the World's most important emerging markets for cellular communications," said Rahul Sharma, CEO of Celcite. "We see a multitude of opportunities for Celcite to help African mobile operators and equipment vendors achieve significant engineering efficiencies, better network quality, and a reduction in OPEX spend. Our South African office will be ramping up fast in order to provide excellent support to the African market, using local engineering expertise."

Prior to joining Celcite, Graham Kemp spent 10 years as Managing Director for Aircom International (Africa) with additional responsibility for group product marketing. During his tenure at Aircom, the African business showed a steady year-on-year growth and was seen as a significant contributor to the Aircom group. Most of his Graham's initial telecoms experience was gained working at Siemens Telecommunications in both South Africa and Germany, mainly on R&D of new telecoms products and solutions. Graham holds a Masters degree (cum laude) in Electronic Engineering from the University of Natal, South Africa and has 18 years of experience in the telecoms field.

"The African market poses significant challenges to operators in terms of managing multi-technology systems to maintain a healthy ARPU in the face of increased competition," said

Graham Kemp, Celcite's Regional MD for Africa. "Coupled with the increasing complexity of networks and the lack of expertise, this means that customer retention has become key to survival, and the adverse effects of poor network quality must be overcome."

"Leading mobile operators are quickly learning that the key to effectively managing today's networks, and providing a high-class customer experience, is through centralised automation-centric optimisation solutions and services such as those offered by Celcite," he added.

Celcite will be showcasing the latest version of its multi-technology Self Organising Network (SON) solution COPS™ at AfricaCom 2011 in Cape Town, November 9 – 10 (VIP meeting room M09). SMS or call +27 83 299 0950 if you would like to attend a demo session.

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About Celcite Management Solutions

Celcite Management Solutions delivers optimisation solutions for all wireless technologies including GSM/GPRS/EDGE BSS, UTRAN (WCDMA/HSPA +HSUPA PH2) and E-UTRAN (LTE). Founded in 2003, we have enjoyed rapid growth by providing timely and cost-effective wireless consulting services and customised network performance tools to wireless operators worldwide. Celcite's management and consultancy staff combine more than 1500 years of telecom engineering experience. Through a combination of this experience and an intelligent solution known as COPS, Celcite is able to deliver a vast range of professional solutions and services, providing outstanding quality and customer satisfaction.

COPS is the ground-breaking optimisation solution developed by Celcite to meet the demands of leading mobile operators. It is a multi-technology Self Organising Network (SON) solution that provides a centralised and multi-vendor intelligent operating support system, automatic root

cause analysis and executable solutions. This enterprise platform contains a proprietary automatic intelligent correlation engine to monitor, manage, and optimise networks. With COPS, operators achieve greater than 70% improvement in engineering efficiencies, significantly improved network quality and pure customer delight.

For further details please see www.celcite.com.