



Press Release

Optimiza Signs a Strategic Cooperation Agreement with Bharti Telesoft

Bharti Telesoft chooses Optimiza to enhance its services in the Region

Amman, February 2008 – Optimiza, (Al-Faris National/ (ASE:CEBC), announced the signing of a cooperation agreement with Bharti Telesoft, an international leading New Delhi-based provider of solutions and software for fixed and wireless telecommunications operators. According to the agreement, Optimiza will establish a regional center for Bharti Telesoft in Jordan to serve its clients in the Middle East and North Africa (MENA) region.

Through this collaboration, Optimiza will provide technical support services to Bharti Telesoft's clients that include some of the largest telecommunications companies in the region. In order to acquire the necessary skills and capabilities to ensure an optimum level of service delivery, Optimiza will send a technical team to New Delhi to undergo training on the Bharti Telesoft's products.

Dr. Wassef Masri, Optimiza Jordan General Manager, expressed his pleasure with this partnership by saying, "Our alliance with Bharti Telesoft is an added-value to our business. Our vision at Optimiza is to provide support solutions and IT infrastructure services to clients and businesses through diversified partnerships with world leading companies. This step embodies our strategy that aims at scaling up in the region and providing telecom operators with the latest solutions that ultimately result in overall customer satisfaction."

Mr. Sabri Amireh, Vice President, Sales- MENA for Bharti Telesoft, said, "We aspire to establish regional services centers in Jordan and Dubai through which we can enhance our presence in the region to present our clients with the best local services and support. We found in Optimiza an optimum and reliable partner since it

combines both the technical savvy and a wide regional reach; two major qualities that fall in line with our vision and expectations.

Bharti Telesoft is a leading provider of content management services, mobile commerce applications, value-added services and business support services. It provides its solutions to telecommunications service providers in order to cover more than 100 networks and 350 million subscribers in 45 countries.

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Bharti Telesoft Overview:

Bharti Telesoft is a major provider of software products and solutions to mobile operators worldwide. Its portfolio of scalable and flexible applications enables carriers to unlock the revenue potential of their networks and covers key service and operational areas for operators today: Value Added Services and mEntertainment, mCommerce, and Business Support Systems. Bharti Telesoft has deployed over 400 product-based solutions for over 85 service providers in more than 45 countries worldwide, helping power services to over 350 million subscribers around the globe. Bharti Telesoft is owned by Bharti Enterprises, one of India's leading business groups with a market capitalization of US\$45bn, Sequoia Capital, a leading Venture Capital business whose interests make up 10% of the NASDAQ's value and whose investments have included Apple, Oracle, Google, Yahoo and YouTube, and Cisco, the world's leading provider of network equipment and management for the Internet. For more information, please visit www.bhartitelesoft.com