



Truphone Expands With Acquisition of Startel Communications

Australian acquisition extends Truphone's global footprint

LONDON, 3rd March 2010 – Truphone, the next generation global mobile operator, today announced the acquisition of Startel, a specialised mobile and fixed line telecommunications provider to Australian businesses and consumers. The acquisition demonstrates Truphone's commitment to establishing operations in Australia and the global expansion of its Truphone Local Anywhere service.

The acquisition of Startel provides Truphone with a large distribution network and an established sales team as the company prepares for the launch of Truphone Local Anywhere service in Australia mid 2010. In addition, the acquisition will provide Truphone with a call centre in Manila, providing customer support and telesales capability for both Australia and Asia Pacific.

Truphone Local Anywhere, which launched in January 2010 for the UK and the US, makes it easier and more convenient for the international community to stay in touch while providing cost savings of up to 90% on standard international rates.

The service provides consumers with local numbers and access to local rates for calls, texts and data in all countries where Truphone has operations, on a single SIM card. For those countries where Truphone does not have operator agreements, Truphone Local Anywhere offers savings of up to 70% over normal roaming charges.

“The acquisition of Startel Communications puts all the pieces of the jigsaw in place for Truphone to rapidly roll out the Truphone Local Anywhere service in Australia”, said Geraldine Wilson, CEO of Truphone. “Australia is a key market for Truphone with five million people travelling in and out of the country each year – with over 1.3 million UK expats living in Australia and 100,000 Australians over in the UK, and the team we now have in place is well positioned to grow our proposition”.

Ben Pullen, CEO of Startel Communications said: "Truphone has been leading innovation in the world of communications in the last few years. Australia is a key market for Truphone and Startel's market expertise as well as pre-established sales network will ensure the brand's rapid expansion in Australia".

Truphone Local Anywhere is currently available in the UK and the USA, and as a result of the partnership with Startel Communications and a wholesale agreement with leading Australian operators Optus (see 'Truphone and Optus enter strategic wholesale agreement' 3rd March 2010) will be providing local numbers and rates in Australia mid 2010. The service will continue to rapidly roll out to key business & leisure destinations such as Hong Kong, Spain and South Africa. Elsewhere, Truphone Local Anywhere will provide highly competitive roaming rates (in more than 220 countries).

Truphone Local Anywhere is a single-SIM, multi-country mobile service. Users can make and receive calls via a local number and at a local price, in any Truphone country.

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Notes to editors

About Truphone

Truphone is the next generation global mobile operator providing unique, borderless mobile phone services that drastically reduce the costs of roaming and international calling and bring an end to the inconvenience of multiple phones or SIMs for different countries. It believes that its customers should enjoy local rates, rather than inflated roaming rates, anywhere that Truphone has established operations.

Most recently, Truphone has launched **Truphone Local Anywhere™** a full global GSM service offering savings of up to 90% on call, SMS and data charges. Using just one SIM, Truphone users can now chose to have multiple local mobile numbers that enable the customer to avoid roaming charges. Customers benefit from local rates in countries where Truphone has geographical relationships and low cost international calling rates to over 220 countries

Truphone is a true pioneer in this marketplace. The Company's first services were a range of mobile phone downloadable applications for Wi-Fi enabled phones such as the iPhone, Nokia E and N series and Android based devices, which allowed users to make free or low cost international calls.

Truphone was founded in 2006 and is the trading name of Software Cellular Network (SCN) Ltd. SCN is privately owned, funded by both venture capital investment and angel investors.

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