

## **BLUEGRASS CELLULAR DEPLOYS HOSTED COMMON SHORT CODE (CSC) GATEWAY FROM INTEROP TECHNOLOGIES**

*Highly Affordable Hosted Solution Reduces Time to Market, Avoids Capital Expense*

FORT MYERS, FL.—Feb. 24, 2009—[Interop Technologies](#), the premier provider of core wireless solutions for messaging and device management, today announced that [Bluegrass Cellular](#), a community-focused wireless company serving central Kentucky, will deploy the cost effective, Interop [hosted](#) Common Short Code (CSC) Gateway solution. This solution supports delivery of short-code content for customers and enhances competitiveness for Bluegrass Cellular.

The CSC Gateway makes the [mobile experience interactive](#) by enabling voting participation and creation of local promotional campaigns. For example, Bluegrass Cellular will be able to work with organizations in the community, such as radio and TV broadcast stations, to offer revenue-generating, local short-code campaigns. The CSC Gateway also provides Bluegrass Cellular with a single point of connection to numerous content aggregators, enabling Bluegrass customers to access a wide variety of content offerings, such as ringtones, wallpapers, games, and alerts.

Using Interop's hosted CSC Gateway, Bluegrass can bring short-code services to market faster and avoid the capital expense of turnkey equipment. This shared approach provides all the hardware, software, and support of a turnkey solution but cuts costs for network operators facing today's tough economic problems.

"With Interop's hosted CSC Gateway, we can quickly and cost effectively roll out new short-code services that customers want," said Barry Nothstine, Director, Marketing and Product Development for Bluegrass Cellular. "At Bluegrass, customers will find innovative wireless services and friendly local assistance that they can't get from nationwide carriers."

"We are pleased to support Bluegrass Cellular in delivering compelling new services and creating new revenue opportunities," said Damian Sazama, Vice President of Marketing and Product Development, Interop Technologies. "We continue to focus on offering innovative technology solutions with hosted and turnkey deployment options that fit any operator's business model."

### **About Interop Technologies**

Interop Technologies ([www.interoptechnologies.com](http://www.interoptechnologies.com)) is the premier provider of core wireless solutions for messaging and device management. The world leader in building reliable, scalable technology, Interop is the *only* company offering affordable, hosted and turnkey deployments ideal for today's tough economic conditions. A proven partner to more than 55 telecom operators, Interop powers SMS, MMS, short code, mobile Internet access, and device management services delivered to millions of wireless customers every day. Interop is headquartered in Fort Myers, FL. The company also has facilities in Atlanta, Dallas, and Guatemala City.

### **About Bluegrass Cellular**

Bluegrass Cellular ([www.bluegrasscellular.com](http://www.bluegrasscellular.com)) operates in 37 counties in Kentucky and one county in Indiana. In business for more than 17 years, Bluegrass has 20 company-owned retail locations and 34 authorized agent stores. A wireless pioneer, Bluegrass was the first to offer digital cellular service to central Kentucky in 1998. Five local organizations started Bluegrass Cellular and continue as sole owners today: Brandenburg Telephone Co., South Central Rural Telephone Co., North Central Rural Telephone Co., Duo County Telephone Co., and Logan Telephone Co. Bluegrass offers quality voice and data services, as well as new technologies to its customers.