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I WIRELESS SELECTS TRANSVERSE'S SAAS-BASED BUSINESS SUPPORT SYSTEM PLATFORM TO MAXIMIZE OPERATIONAL EFFICIENCIES

blee(p) On Demand Provides Leading Wireless Carrier with a State-of-the-Art End-to-End BSS Platform

AUSTIN, TEXAS – June, 2009 – [Transverse](#), a leader in providing low-cost, carrier-grade business support systems (BSS), today announced that Iowa Wireless Services dba [i wireless](#) has selected [blee\(p\) On Demand](#), the Software as a Service (SaaS) delivery option of the Company's open source BSS offering, the Business Logic Execution Environment Platform or blee(p). i wireless will replace its existing BSS application with blee(p) to gain maximum efficiencies in their overall operations.

i wireless, a partnership between T-Mobile USA and Iowa Network Services, provides wireless voice and data services throughout the state of Iowa, western Illinois and the bordering communities in Nebraska and South Dakota on the GSM-1900 platform. As part of a growth initiative, i wireless has expanded its wireless voice and data coverage by adding 120 additional towers throughout 2009 to its already extensive GSM network.

“As we continue to expand our network, we need a business support system that not only supports our rapid growth, but also allows us to maximize productivity through efficiencies and automation,” said i wireless CEO/COO, Mike Haskins. “Transverse is unique in the industry as they are providing us with state-of-the-art technology to help us deploy advanced services, access to the source code, a lower cost of ownership, and deep domain expertise to help us maintain our competitive edge.”

With customers representing GSM, CDMA and direct broadcast satellite, Transverse is the leader in providing commercially supported, carrier-grade open source BSS for communication service providers. blee(p) On Demand provides an innovative, cost-effective and scalable means to quickly and easily deploy new services and business models. Because the blee(p) On Demand service utilizes state-of-the-art software architectures and eliminates the need to build, operate and maintain systems on their premises, service providers can realize significant CAPEX and OPEX savings, while managing mission critical functions.

blee(p) will manage the entire range of BSS functions for i wireless including:

- Billing, Invoicing and Settlements
- Customer Relationship Management
- Mediation
- Rating
- Payment Processing
- Service Activation



- Promotions and Campaign Management
- Point-of-sale
- Inventory management
- Contact Center

“We are proud to partner with i wireless in their commitment to quality, innovation and reliability in wireless communications” said Jim Messer, chief executive officer of Transverse. “Their selection of Transverse, and the blee(p) On Demand service, is another investment in advanced technology and an exceptional customer experience.”

ABOUT I WIRELESS

Founded in 1997 and headquartered in Urbandale, Iowa, i wireless is a partnership between T-Mobile USA and Iowa Network Services. i wireless has over 250 full-service company stores and authorized dealers across Iowa, Illinois and Nebraska offering customers the largest regional and nationwide coverage on the most advanced all digital GSM voice and data network. For more information, visit www.iwireless.com.

ABOUT TRANSVERSE

Based in Austin, TX, Transverse is a leader in providing state-of-the-art, cost-effective, carrier-grade business support solutions. Unlike traditional solutions providers, Transverse’s end-to-end BSS solution leverages cutting-edge technologies and the most advanced open source software enabling service providers to efficiently deploy and support new revenue streams and business models. Transverse helps its customers reduce CAPEX, OPEX and TCO allowing them to be more agile in the marketplace and better monetize their customer relationships. In 2009, Transverse’s innovation was recognized by Gartner Inc, and FierceWireless as a Cool Vendor in Telecom Operations Management, and the Fierce 15, respectively. For more information visit, www.goctransverse.com.

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