



Press Release from Jinny Software Ltd.



## ClearSky Mobile Media to launch hosted SMS service using Jinny Software platform

*Leading U.S. provider of mobile data solutions and content selects Jinny Software to expand its business*

**DUBLIN, 11 January 2010** - Jinny Software, a leading global supplier of messaging and media solutions to wireless carriers, today announced its partnership with ClearSky Mobile Media to provide the infrastructure for ClearSky's hosted SMS offering, including Jinny's Short Message Service Center, CDMA OTA Server and Message Router.

Based in Orlando, Florida, ClearSky is the market leader in mobile data solutions and content to regional wireless carriers, currently supplying approximately 50 wireless service providers with a total of more than 6 million subscribers. The addition of hosted SMS will complete ClearSky's portfolio of services, which already includes mobile Web browsing (WAP) and MMS, along with more than 200,000 pieces of downloadable content and ringback tones from all major labels.

"Jinny Software will help us reach our goal of becoming a 'one-stop shop' for wireless carriers," said Bill Poellnitz, ClearSky president and CEO. "With global SMS usage expected to reach 3 billion messages annually in 2011, we are embracing this opportunity to increase SMS profitability for regional wireless carriers, while providing a superior messaging platform that is both feature-rich and highly scalable."

Richard Choi, Chief Commercial Officer at Jinny, said, "We are delighted to support this project. We have long been involved in supporting the rollout of mobile services to underserved rural areas, and we are very pleased to work with a market leader like ClearSky."

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### **Notes to Editors**

#### **About Jinny Software ([www.jinnysoftware.com](http://www.jinnysoftware.com))**

Jinny Software offers a comprehensive range of messaging, call completion and mobile advertising solutions. Jinny's Messaging solutions drive increased efficiency in traffic management and enable the rapid introduction of new services. Call completion solutions exploit the potential of call-related services, driving revenue opportunities through subscriber services and increasing the profitability of voice services. Jinny's Mobile Advertising Solution enables both operators and advertising agencies to implement mobile marketing and advertising campaigns.

Jinny Software operates from its headquarters in Dublin, Ireland. Implementation, project management, support and training are provided by service teams located in Brazil, Ireland, Kenya, UAE, Panama and Malaysia. Jinny



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Software is a wholly owned subsidiary of the Acotel Group S.p.A, headquartered in Rome, Italy and traded on the Milan stock market (ACO.MI).

**About Clearsky ([www.csky.com](http://www.csky.com))**

For more than a decade, ClearSky Mobile Media has been a leader in providing mobile data solutions and content for regional wireless carriers, enabling them to compete effectively with national carriers such as AT&T, Sprint, T-Mobile, and Verizon. ClearSky's offerings include mobile Web browsing (WAP), Multimedia Messaging Service (MMS), and carrier-branded portals through which end-users can discover and download from a library of more than a quarter of a million pieces of content. Headquartered in Orlando, ClearSky currently provides mobile data services to 50 wireless operators across the Americas.

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