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PRESS RELEASE

The Planet Talks via PSMS

Primus Communications (<http://www.primustel.co.uk/>), a leading independent global telecommunications carrier and service provider with over two million customers, has chosen mobile interactivity specialist Incentivated to supply a solution to enable customers to top-up their 'Planet Talk' and 'Yes' international calling cards by premium rate text message (PSMS). No longer will customers have to go back to the shop to buy another card, they can instead send a PSMS from the comfort of their sofa. By offering the mobile top-up option Primus expects to increase customer retention in what is a highly competitive market.

Incentivated will build the application and in doing so integrate Primus' existing calling card and billing systems, including Digitalk, with the UK's Premium SMS infrastructure owned by the five mobile network operators. The solution will introduce a number of new features that will set Primus apart from the competition.

Jonathan Bass of Incentivated Limited commented, "We are delighted that Primus has put its trust in Incentivated for what is a core revenue-generating activity for them. Everyone knows the Planet Talk brand, which is frequently advertised on the London Underground etc. Building such applications requires a detailed understanding of the UK's mobile data infrastructure and specifically integration with the exciting growth area of Premium SMS. I assume that our experience building a similar solution for a competitor stood us in good stead for this project. This is typical of what our new Mobile Commerce division is responding to as more and more everyday transactions migrate to mobile. It is becoming increasingly apparent that consumers are now happy to use that most ubiquitous of devices, the mobile phone, to transact or liaise with operations, customer services and marketing departments of companies, charities and the public sector."

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managing mobile marketing

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Notes to Editors

Incentivated Limited is a leading mobile interactivity specialist, operating in the areas of Mobile Marketing, Mobile Customer Service and Mobile Commerce. Incentivated offers innovative ideas, off-the-shelf and bespoke software solutions and campaign management expertise to companies wishing to adopt the Mobile Medium as part of their marketing, customer service and mobile-commerce strategies. Established in 2001, Incentivated has helped brands use the mobile phone to deepen their relationship with consumers, from the submission of utility meter readings by SMS, through text alerts, to building Mobile Internet sites for advertising, operational or transactional purposes.

This is the first win for Incentivated's new Mobile Commerce team, set up following the recent EU ruling on mobile payments. Mobile Commerce – secure processing of credit card transactions made by mobile phone, the collection of payments by PSMS or other direct billing mechanisms as well delivery of barcodes and coupons – has now come of age. Note: Incentivated does not sell ringtones, adult content or any other similar content on its own or clients' behalves. Incentivated enables organisations to achieve an interaction with consumers' ordinary mobile phones, whether it be for Mobile Marketing, Mobile Customer Service or Mobile Commerce purposes.

