

SK TELECOM SELECTS ECRIO SIP PLATFORM FOR NEXT GENERATION MOBILE SERVICES

CUPERTINO, Calif., Feb. 11 -- Ecrio, the pioneer in SIP client software and mobile applications with over 30 million handsets shipped, today announced that its SIP platform has been selected by SK Telecom to support the roll-out of multiple consumer services, including mobile Instant Messaging and VideoShare. The agreement, effective immediately, follows SK Telecom's competitive review of several SIP platform vendors.

Ecrio CEO Nagesh Challa said, "We are extremely proud to secure this major contract with SK Telecom, a global leader in telecom technology. We look forward to supporting SK Telecom and their strategic handset suppliers -- Samsung, LG, Motorola and Pantech -- as SK Telecom offers its customers an array of innovative new services."

"Ecrio brought SK Telecom a robust and proven, feature-rich platform on which to base our latest consumer offerings," stated Dr. Jae W. Byun, Senior VP of SK Telecom. "With that foundation and Ecrio's experience deploying millions of 3G handsets in Asia, SK Telecom felt very comfortable choosing Ecrio as our strategic partner."

About SK Telecom

SK Telecom (NYSE: SKM, KSE:017670) is the top wireless communication provider in Korea, with more than 22 million subscribers. The company, established in 1984, reached KRW 11.28 trillion in revenue in 2007. SK telecom was the first to launch and commercialized CDMA, CDMA 2000 1X, CDMA EV-DO and HSDPA networks, and it currently provides cellular, wireless internet, mobile media, global roaming service and more. For more information, please visit <http://www.sktelecom.com> or email to press@sktelecom.com.

About Ecrio

Headquartered in Cupertino, California, Ecrio is the leading vendor of real time communication and mobile commerce software for mobile phones. Ecrio provides interoperable and standard compliant software to mobile phone manufacturers and mobile operators. Solutions include IMS based applications, such as Instant Messaging (IM), VideoShare, Voice over IP (VoIP), and Push to Talk over Cellular (PoC); and mobile commerce applications, including NFC and MoBeam™ mobile barcode redemption. Ecrio's customers include industry leaders such as NTT DoCoMo, Visa, NEC, Panasonic, Sharp, Fujitsu, Sony Ericsson, Mitsubishi, ASUSTeK and Pantech.

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