

Bitfone's SmartCare Nominated for 2006 GSM Association Award

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GSM Association Nominates Bitfone's SmartCare as a Finalist for Best Billing or Customer Care Solution Award at this Year's GSM Association Awards

LAGUNA NIGUEL, Calif., Jan. 17, 2006 - Bitfone Corporation, the pioneer and patent holder of firmware over-the-air (FOTA) update technology for mobile phones, today announced that the GSM Association has selected Bitfone's SmartCare as a finalist for the 2006 GSM Association Awards in the category of Best Billing or Customer Care Solution. Bitfone's SmartCare is the first customer care diagnostics solution to offer real-time assistance to Tier 1 customer service representatives (CSR), allowing them to profile, diagnose, and resolve a significant percentage of mobile data-related problems on the first call.

"We are honored to receive this nomination from the GSM Association for our SmartCare solution," said Gene Wang. "With the proliferation of 3G voice and data-enabled devices, the complexity in technical support is on the rise. SmartCare addresses the needs of manufacturers and carriers to reduce customer care costs and enhance the customer experience by streamlining management of data- and application-related aspects of device support. This nomination is a testament to Bitfone's global innovation in providing end-to-end mobile device management solutions for customer care."

"The 2006 GSM Association Awards have been specifically designed to showcase the diversity of products and services and the quality, ingenuity and level of innovation that combine to fuel the mobile value chain," said Rob Conway, CEO of the GSM Association. "Entries this year have again exceeded our highest expectations, reflecting the vibrancy of the mobile industry on a global basis. My congratulations on your successful nomination for the 2006 Awards."

The GSM Association Awards is the leading international awards program honoring excellence throughout the global GSM mobile industry. Established in 1995, the Awards are presented by the GSM Association (GSMA), the global trade organization for more than 670 mobile operators and leading manufacturers and suppliers that serve more than 1.5 billion users, across more than 200 countries of the world. The GSM Association Awards reception will be held on Tuesday, February 14, 2006 during the 3GSM World Congress at Barcelona's National Palace (Palau Nacional), where the awards recipients will be named.

Bitfone will be showcasing its mobile device management and customer care automation solutions during the 3GSM World Congress, Feb. 13-16 in Barcelona and welcomes visitors to Hospitality Suite AV67. For an appointment please contact Bitfone via email at 3GSM2006@bitfone.com.

About Bitfone Corporation

Bitfone Corporation provides innovative, patented software solutions for mobile device management and customer care automation to wireless operators and handset providers. Bitfone pioneered firmware over-the-air (FOTA) upgrade technology for mobile phones, and the mProve solution is used by the largest device and chipset manufacturers in the world, including Motorola, LG Electronics, Sony Ericsson, BIRD, QUALCOMM, and TCL. Bitfone's SmartCare and MVP solutions allow wireless network operators to diagnose, service and enhance mobile devices while in the subscribers' hands, resulting in dramatic cost savings, increased subscriber satisfaction, and broader adoption of advanced wireless services. Bitfone is a private company headquartered in Laguna Niguel, California, with offices in Canada, China, Japan, Korea, and the U.K. For more information, visit www.bitfone.com