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**MobileMax to Feature Mobile LCR and MobEx solutions at
INTERNET TELEPHONY[®] Conference & EXPO East 2008 in
Miami**

*MobileMax will participate in IP Communications Industry's Leading Event at Miami Beach
Convention Center in January*

CITY, ST, (DATE) — **MobileMax** today announced it will have the latest version of its Mobile LCR solution on display at TMC's INTERNET TELEPHONY[®] Conference & EXPO East 2008, January 23-25, 2008 at the Miami Beach Convention Center in Miami, Florida (www.itexpo.com).

INTERNET TELEPHONY Conference & EXPO, held January 23-25, 2008, is the world's largest and best-attended IP Communications trade show. Last year's east coast event, held in South Florida in January, drew over 7,000 buyers and sellers of IP Communications products and services. The upcoming show in January will be the 17th INTERNET TELEPHONY Conference & EXPO, and TMC projects total attendance to exceed 7,500.

“**MobileMax** participation at INTERNET TELEPHONY[®] Conference & EXPO exemplifies why this show is widely recognized as the #1 venue where service providers, enterprises, government agencies, developers and resellers gather to learn about the benefits inherent in IP Communications products and services,” said Rich Tehrani, TMC President. “The evolution in this industry has been monumental and it still continues to grow. We are proud to have **MobileMax** and its **Mobile LCR and MobEx solutions** as a key part of this year's program.”

The MobileMax solution

MobileMax solutions revolutionize multi-stage dialing by transforming multi-stage dialing to one touch dialing. MobileMax's patent-pending technologies allow the conventional mobile phone to route calls based on predefined criteria. The MobileMax client can seamlessly integrate with any IVR, PBX or fixed line platform and allow users to transparently use the platform from their cell phones without the need to "dial-in". Just find the number in the address book or call log and click send the rest is done by the MobileMax solution.

Once outside the office, Administrators can configure under what conditions calls will be routed through the preferred platform. This is done for a number of reasons:

- Controlling costs
- Centralized Call logging/recording
- Gain PBX features on corporate Mobile phone
- One phone number

The MobileMax client resides on the user's cell phone and will "catch" calls based on pre-defined configuration and real time parameters such as:

- Destination number – country location, network, extensions
- Caller location – in / out home country / home area code
- Connectivity - WIFI or 3G availability and quality, data plan
- Cellular provider plan – time, inclusive minutes
- VOIP provider plan – QoS, termination cost

Some features extended to the mobile phone:

- Mobile LCR (Least Cost Routing)
- MobEx – Mobile Extension
- Extension dialing
- Call through lower cost calls
- Call trace - mark a call in system logs as requiring tracing or special attention
- Call waiting - Calls coming into extension or mobile phone
- Calling ID – Party receiving the call will see the PBX number
- Conference calling

[Quote from company executive

MobileMax goal is to improve usability for the mobile users in order to help PBX and Service providers increase usage.

- Perry Nalevka, Director of Business Development

For additional information on *MobileMax*, please visit our Web site at www.mobile-mx.com.

Registration for the show is now open. Anyone interested may register by visiting www.itexpo.com. Limited booth space is still available as well. Vendors interested in exhibiting at the show should contact Dave Rodriguez at 1-203-852-6800, ext. 146 or at [drodriguez@tmcnet.com](mailto:droduiguez@tmcnet.com).

About MobileMax:

MobileMax, founded in 2004, develops a unique patent-pending technology that enables service providers to dramatically raise usage, increase ARPU, and lower churn – maximizing market potential from the lucrative mobile subscriber segment. For IP-PBX and VOIP providers MobileMax offers another means for users to access their accounts while away from their desks or homes. Using MobileMax's technology, mobile subscribers can dial calls directly from their mobile handset - with no additional keystrokes - and automatically routed over preferred infrastructures.

MobileMax Technologies is a publicly traded company on the Tel Aviv Stock Exchange (TASE:MBMX).

About TMC®

Technology Marketing Corporation (TMC) publishes four print publications: *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *SIP Magazine* and *IMS Magazine*. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 1,600 sites in the world by alexa.com*, TMCnet serves more than one million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, Communications Developer Conference, VoIP Demo, IMS Expo and Call Center 2.0 Conference. TMCnet.com publishes more than 15 topical online newsletters. For more information about TMC, visit www.tmcnet.com. (*alexa.com is an amazon.com company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.)

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