

PRESS RELEASE



BSkyB Integrates ConceptWave's Catalog Management product to accelerate Convergent Service Delivery

*Strategic solution utilizes innovative product and service catalog to create next generation platform for
business transformation*

Toronto, Canada - March 18, 2009 - ConceptWave Software Inc., a leading provider of order automation and catalog management solutions, today announced B SkyB (Sky) in the UK as a new customer. ConceptWave® will enable Sky's strategic initiative to streamline its sales and fulfillment process, reducing time-to-market and cost-of-sale of convergent services offerings including internet, telephony and television.

The ConceptWave Order Care® suite will enable a centralized enterprise-wide catalog management platform for all products and services for Sky. The catalog management solution leverages an existing web-based order entry system, billing system and other operational support platforms with a core central reference data model for all product related information. Sky will be better able to consolidate the sales and fulfillment processes in order to accelerate the roll-out of broadband offerings. ConceptWave's Product Catalog, with its open interface structure, will supported Sky in addressing legacy integration and migration challenges as part of the larger business and systems transformation initiative.

"ConceptWave will enable us to better meet customer demands through a product catalog platform which helps support our business objectives," said Graham Calder, Director of core systems for B SkyB. "As Sky continues to deliver innovative entertainment and communications services to its customers, we are confident that ConceptWave will be able to support our evolving requirements."

With ConceptWave's Order Care suite, Sky will utilize a business rules engine to model Sky specific business requirements and accelerate deployments. Utilizing web services, Order Care integrates easily within Sky's current system architecture to achieve transparent integration with existing processes and applications and provides an evolving platform for future enhancements.

"Sky's implementation of ConceptWave's Product Catalog will demonstrate the modular nature of our product offerings enabling service providers to easily integrate a new application in the midst of their current BSS/OSS architecture," said Zarar Rana, CEO and President of ConceptWave. "Our implementation at Sky enables us to highlight our strength as a provider of catalog management solutions for companies seeking to consolidate, simplify and accelerate deployment of advanced communication services."

About Sky

Sky is the UK's leading entertainment and communications company, operating the most comprehensive multi-channel television service. Over 9.2 million homes - a third of households across the UK and Ireland - enjoy the very best entertainment, movies, news and sports channels on Sky Digital.

In delivering entertainment through the TV, PC and mobile, customers have more control and flexibility over what, how and when they watch.

Over 4.6 million customers now choose Sky+, Sky's digital video recorder, to record and store their favourite programmes and over three quarters of a million homes enjoy the unprecedented picture and sound quality of Sky+ HD, which offers 31 dedicated HD channels. Sky is also the UK's fastest growing broadband and fixed-telephony provider with over 1.9 million customers taking Sky Broadband and over 1.5 million customers taking Sky Talk.

About ConceptWave Software Inc.

ConceptWave provides breakthrough order handling solutions that allow communications service providers to achieve cost-effective fulfillment operations and swiftly launch new services. ConceptWave Order Care®, is a highly flexible application that addresses catalog management, order negotiations, order decomposition, and the orchestration of all tasks involved in fulfilling telecom orders. The ConceptWave Order Care suite has been deployed around the world in tier one service providers for voice, data and triple play solutions. ConceptWave was co-founded by Zarar Rana, President and CEO, and Dr. Ivan Chochlekov, CTO. ConceptWave can be reached at 905-405-2188, or on the Web at www.conceptwave.com.

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