

ConceptWave to Exhibit at CTIA Wireless 2010

Industry leader in product and order lifecycle management to showcase wireless solution targeted at improving customer experience

TORONTO – March 23, 2010 – ConceptWave Software Inc., a leading provider of product and order lifecycle management solutions for the global telecom market, today announced that it will exhibit at CTIA Wireless, March 23-25 in the Ontario Pavilion (Booth #6715) – North Hall – in Las Vegas.

Building on its growing global client base, which includes some of the largest multi-play operators (wireless and fixed), ConceptWave will present its specialized solution for the wireless industry at CTIA: ConceptWave Order Care® for Wireless.

The ConceptWave Order Care for Wireless solution addresses a number of key challenges faced by the wireless operators, whether MNO's, MVNO's, Resellers, 3G, WiMAX or emerging LTE players. It is the cornerstone of an effective Service Delivery Environment enabling the delivery of new digital media services through a horizontal and heterogeneous service network in a timely manner - a critical factor in retaining direct customer relationships and managing value-added application-based third party services.

As wireless operators focus on a holistic - 360° customer experience, they are finding that one of the most effective investments in achieving increased ARPU, margin, and subscribership goals is in the underlying systems that support the customer's first impression. ConceptWave solutions are targeted at accelerating the launch of new products and services (in-near real time), allowing service providers to more effectively and efficiently respond to changing customer needs and evolving market opportunities. By both reducing the time to fulfill an order and increasing order flow-through, a wireless operator is able to focus its CSR activity on promoting more value-added offerings with bottom-line and ARPU upside. Furthermore, by enabling customer self-provisioning, both the customer experience and operational efficiencies are enhanced. ConceptWave solutions deliver rapid ROI (in some cases in months) and operational agility with a time-to-market imperative.

"Responding to competitive pressures to provide a high-quality customer experience, Communication Service Providers worldwide are transforming their back offices using solutions developed on standards-based, modern architectures," said Zarar Rana, ConceptWave CEO. "As one of the industry's fastest growing companies, ConceptWave is moving steadily across the telecom industry, modernizing previously leaky and inefficient processes, especially at the front end of the customer contact process."

"Mobile operators are seeing increasing complexity of services offered through mobile devices like smartphones, netbooks, and tablet computers, along with a deeper supply chain and complex partnerships that come from app stores," said Nancee Ruzicka, Stratecast senior research analyst OSS/BSS global competitive strategies, which recently identified ConceptWave as a top-10 Rat Pack vendor to watch. "These new lifestyle services mean that legacy back offices are under increasing strain, leading to the imperative for transformation. ConceptWave's focus on the customer experience, specifically on ordering and product catalogs, improves the initial customer interaction and ensures efficiency from order through activation."

About ConceptWave

ConceptWave is a leading provider of product and order lifecycle management solutions that enable communications service providers to rapidly introduce new market offers. Our catalog-driven order fulfillment solutions enable customers to immediately change existing offers to meet competitive needs and simplify the management of service orders while ensuring a superb customer experience. For more information please visit: www.conceptwave.com.

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Media Contact:

Chun-Ling Woon

VP, Marketing & Business Development

ConceptWave Software, Inc.

(303) 927-6434

cwoon@conceptwave.com