

ConceptWave Software at the Cable Show

Industry leader in product and order lifecycle management to showcase award-winning order fulfillment solution for MSOs.

TORONTO – May 11, 2010 – ConceptWave Software Inc., a leading provider of product and order lifecycle management software solutions announced that it will participate at the Cable Show, May 11-13, 2010, Los Angeles.

The *TV anytime, everywhere, and on demand*, realm is here. In an era of nearly unlimited customer choice, the complexities of order management are equally boundless.

As multi-play services have become conventional and services continue to converge in unprecedented ways, cable operators face a myriad of challenges around system integration and process optimization. Service bundles commonly include a combination of TV, Broadband, Phone – and now mobile/wireless, all equipped with Value Added Services (VAS) that vary by market and by customer. These product offers need to be deployed rapidly, or changed fast and re-issued, all with exceptional customer service and minimal costs.

ConceptWave is a leading provider of proven high performance MSO order fulfillment software solutions. Our lifecycle management solutions allow cable operators around the world to introduce complex multi- product and service offers in record time, translating into increased revenues, reduced operating costs, and highly satisfied loyal subscribers. Operators can immediately re-tune or change existing offers to meet competitive needs and simplify the managing of service orders found across cable, wireless, broadband, wireline, voice, and unified networks.

Our solution partners include HP, IBM, Telcordia and Accenture. We are backed by global customers and recognized by the industry's leading analysts for our proven solutions.

As Zarar Rana, ConceptWave's CEO states, "Responding to competitive pressures to provide a high-quality customer experience, Multi-service Operators and Communication Service Providers worldwide are transforming their business units using solutions developed on standards-based, modern architectures... As one of the industry's fastest growing companies, ConceptWave is moving rapidly across the cable and telecom industry, modernizing processes, especially at the front end of the customer contact process while ensuring exception order handling and fulfillment capability, end-to-end."

Nancee Ruzicka, Stratecast senior research analyst OSS/BSS global competitive strategies, which recently *identified ConceptWave as a top-10 Rat Pack vendor to watch*, said: "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."

ConceptWave is available to meet MSO executives, IT professionals and cable industry associates to discuss your needs and how we can add immediate value and ROI to your business. Visit us at the Cable Show at Booth ES-43.

About ConceptWave

ConceptWave is a leading provider of product and order lifecycle management solutions that enable cable operators 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 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