

ONE2MANY NAMED FINALIST FOR PRESTIGIOUS 2011 RED HERRING TOP 100 EUROPE AWARD

13th May 2011

one2many, the world's leading Cell Broadcast company, has today announced that it has been selected as a finalist for Red Herring's Top 100 Europe award. Established by Red Herring, a leading magazine focussed on innovation, technology, financing and entrepreneurial activity, the Top 100 Europe award selects companies that demonstrate the year's most promising private technology ventures from across the continent. one2many has been selected as a finalist by Red Herring's editorial team due to its demonstrable high performance against criteria including financial performance, technology innovation, quality of management and execution of strategy.

one2many provides Cell Broadcast technology to telecoms operators across the world. Cell Broadcast technology delivers a non-intrusive, real-time service for the distribution of text-based messages to mobile handsets, specific to their current location. Cell Broadcast is capable of broadcasting one single message to reach all mobile handsets in an area as small as one radio cell and as big as an entire country. Sending a message to millions of handsets takes a matter of seconds, making the service ideal for applications such as public warning, location-based services and mobile social media.

Maarten Mes, Managing Director of one2many, commented: "We have been working hard to deliver the benefits of Cell Broadcast to operators through premium products. As well as offering operators new revenue streams through location-based services and network optimisation, Cell Broadcast also serves an important role in public safety being able to communicate emergency alerts to larger populations on a location-aware basis, also known as EU-Alert, CMAS and ETWS. This recognition by Red Herring stands testament to the fact that we are making real headway in delivering this innovative approach to communication and we are very proud to be associated with the award."

"This year was very rewarding," said Alex Vieux, publisher and CEO of Red Herring. "The global economic situation has abated and there are many great companies producing really innovative and amazing products. We had a very difficult time narrowing the pool and selecting the finalists. one2many shows great promise and therefore deserves to be among the Finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring Europe. We know that the 2011 crop will grow into some amazing companies that are sure to make an impact."

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About one2many

one2many established in 2007 to drive the revival of cell broadcast, is a management buyout of Acision's (formerly LogicaCMG Telecom Products) cell broadcast product unit, building on over a decade of experience in Cell Broadcast. With the spin-off one2many instantly became the

world's market leader in cell broadcast with experience in excess of 80 installations, at 50 customers in more than 30 countries on all continents

one2many has close relationships with all network infrastructure companies, major SIM vendors, leading handset manufacturers and industry standards organisations, and has a unique combination of both theoretical background and practical field experience in CB public warning and Dynamic Discount. This has resulted in the most mature cell broadcast product in the market with its initial release development starting in 1996, and today has the most extensive BSC, RNC, MSC and GAN driver library in the market.

one2many has its headquarters in The Netherlands, Europe. Employees of one2many are currently based in offices in the Netherlands, Dubai UAE, Serbia, Canada and Malaysia.

one2many is an active member of standardisation committees such as ETSI, ATIS, 3GPP, TIA, EMTEL, EENA and the Cell Broadcast Forum.

For more information visit www.one2many.eu

About Cell Broadcast

Cell broadcast (CB) offers a non-intrusive, real-time service of distributing text messages and binary content to mobile handsets, specific to their current location. CB is capable of broadcasting one single message to reach all mobile handsets in an area as small as one radio cell and as big as an entire country. Sending a message to millions of handsets takes a matter of seconds. This is particularly important for emergency alert services and other time sensitive services, like dynamic discount and sports goal alerts.