

3G operator 3 Scandinavia reduces cost of portal with Drutt MSDP

Scandinavian operator switches to Drutt's Mobile Service Delivery Platform

Stockholm, Sweden — In the 3G technology race, companies who understand that it's about marketing are finishing first in terms of innovation, customer loyalty and profitability. Mobile operator 3 Scandinavia, recognized internationally as a leader in marketing and technology, has further upped its award-winning mobile portal while reducing its overall cost, thanks to a new partnership with Drutt Corporation and its Mobile Service Delivery Platform (MSDP) platform.

3, who caters to the mobile savvy with 70% of its customer base subscribing to its data services (compared to the industry standard of 20%) draws in its base with a daily-changed portal and window dressing, tempting users into re- visiting Planet3 (the 3 portal), spending on music, videos and downloads.

The Drutt MSDP platform simplifies the tools necessary to manage content partners, create mobile storefronts, promotions and time limited offerings — giving the power to the marketing department to make updates, instead of having to rely on the technical staff.

"This union highlights a marketing shift whereby mobile operators can purchase off-the-shelf products at a tremendous cost savings rather than build a proprietary in-house system that requires more labor and less efficiency," says Drutt CEO Roland Svensson.

"Finding a company that had the technology and industry expertise while understanding the paramount importance of our marketing strategy was key," says 3 CTO, Jörgen Askeröth.

"Drutt delivered on all fronts while reducing our bottom line costs."

For additional information about the new end-to-end Drutt MSDP products and solutions, visit Drutt Corporation at CTIA Wireless, Booth 985 or see <http://www.drutt.com/products> for more details.

About Drutt Corporation

Drutt Corporation is the world's leading Mobile Service Delivery Platform (MSDP) provider to mobile operators. Our products help operators mobilize and charge for any content to any device, over any mobile network and delivery channel. Drutt Corporation is a global software company with offices in Sweden, UK, North America, Latin America, Middle East and China. Drutt products are commercially deployed in more than 60 operators in 35 countries, managing millions of transactions and available to hundreds of millions end users every day. For more details, please visit: <http://www.drutt.com>

About 3

The 3-group is the worlds leading operator of mobile broadband networks and media services with approximately 14 million customers in nine countries.

In Sweden and Denmark, 3 is a joint venture between Hong Kong based Hutchison-Whampoa Limited (60%) and Investor AB (40%).

3 Scandinavia also has a license to operate a 3G-network in Norway.

For more information, please visit <http://www.tre.se>.