

press release

April 2009

21C TELECOMS IS ROMEX FIRST OFFICIAL DISTRIBUTION PARTNER

Romex (Romex World Ltd) the Mobile Application Service Provider (MASP) is delighted to announce that 21C Telecom will be one of their first distribution partners. In a partnership finalised last month, 21C Telecom will now be offering the Romex GPS tracking software within their existing broad range of systems and applications.

Richard Hunt, MD of 21C Telecom said “The way communication is heading we must fight to retain high revenue and tenure of our clients. It is essential that mobile operators deliver different solutions and added value to their clients. With the range of peripheral services and increase in mobile email, the Romex product is an ideal fit for 21C strategies moving forward. With the additional revenues associated with attaching email solutions to voice connections, this is now complimented with the Romex device tracking solution that further enhances residual incomes. Romex will improve the credibility of the dealership and long term value and tenure of the client.”

Richard continued; “It is essential that traditional mobile dealers embrace additional mobile applications to maintain their ability to compete in the marketplace. Romex is perfect fit for our business as our month’s revenues will build and there is no additional capital cost to provide this service to the end user.”

Romex software is made up of two parts – MyFix, loaded into the mobile team’s Smartphones and using the latest GPS technology with Google Maps, and TeamFix a true web-enabled interface that feeds the required information direct to the relevant operative. Features include pinpoint location mapping, speed monitoring (by road), arrival and departure from customer sites and the identification of resources closest to customer locations. This is the first of a number of mobile worker solutions being launched by Romex in 2009 to support different vertical sectors.

Jason Laight, Sales Director of Romex said “We are very pleased 21C Telecom has recognised that Romex will broaden their existing portfolio. Romex is essential for building customer loyalty and relationships. With 21C Telecom’s proven track record we will be building a mutually beneficial distribution partnership.”

A 14 day try-before-you-buy trial is available on registration at www.romexworld.com.

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Notes to Editors:

- *Romex is the first company to market with an off the shelf tracking product that is web enabled, easy to use and with a very simple set up. Software can be up and running within a matter of minutes.*
- *A 14 day FREE trial is available upon registration at www.romexworld.com*
- *Romex is a fixed cost product, requiring no additional in vehicle hardware.*
- *The modular architecture of the software enables businesses to converge their technology and utilise their existing assets.*
- *Romex software will be marketed through channel partners and distributors as this product will improve sales margins for existing core mobile businesses.*
- *Romex World Ltd is part of the Citylink Group Ltd, a profitable technology business with 25 years of investment and experience that has built a number of service based businesses and delivered exceptional growth and stability.*