



***HSL Named in Real Business / O2's '50 to Watch in Mobile'
For 2nd Year Running!***

Edinburgh, Scotland, 8th February 2007

HSL (Hay Systems Ltd), the leading provider in the field of SMS telecommunication services, is pleased to announce their inclusion for a second year running in the Real Business / O2 '50 to Watch in Mobile' list published this week.

The independently compiled '50 to Watch in Mobile' list highlights the top 50 key players within the mobile industry, and was established after the organisers received an extraordinary number of entries. This illustrates HSL's achievement of being one of the top 50 companies from an industry which has experienced considerable growth in the last number of years. The list not only signifies the strength in depth of the UK's mobile industry, but also demonstrates HSL's formidable reputation within the industry for their high quality and reliable SMS services.

HSL are the only dedicated messaging provider deploying their own SS7 infrastructure which enables them to connect directly into the signalling networks of UK and European mobile networks, and ultimately providing clients with a more reliable, efficient and robust messaging service.

Over the last year HSL has begun focusing on providing mobile-to-mobile SMS services, where they will provide the means to enable consumers to choose to send SMS messages from their mobile handsets via HSL's own SMSCs to destination mobiles. HSL expects that as a result of them providing mobile-to-

mobile SMS services the market will become more competitive with consumers benefiting from more choice and cheaper pricing through the unbundling of mobile services. Moreover, mobile network operators (MNOs) and mobile virtual network operators (MVNOs) are expected to be able to use the service as an underlying technical platform to service their own subscribers and subscribers of other networks.

The number of ongoing projects within HSL underlines their determination to succeed in the mobile industry and challenge the dominance of mobile networks, resulting in HSL being uniquely positioned within the industry as a serious alternative to the wholesale SMSC offerings of MNOs and their consumer SMS services. This positioning has allowed HSL to triple revenues to £3 million between 2005 and 2006, and is expected to further increase revenues for 2007 to £6 million. Furthermore, with offices located in the UK, France, Germany, New Zealand and the United Arab Emirates, this reinforces HSL's success within the industry which is a result of their continued technical developments, commitment to resilience and reliability and overall quality service provision for clients.

For further information, the full Real Business / O2 '50 to Watch in Mobile' report can be found on the HSL website at <http://www.hslsms.com/documents/50ToWatchReport.pdf>. Further information regarding HSL's services can be found online at <http://www.hslsms.com/> or by contacting HSL Marketing and Sales on +44 (0) 1506 424 950 or by email to sales@haysystems.com.

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