



HSL Named in O2's "50 to Watch" in Mobile

Edinburgh, Scotland, 9th November 2005

HSL (Hay Systems Ltd) has been selected as one of the 50 most exciting and important British mobile companies to watch in an independently compiled list, published in conjunction with Real Business.

The "50 to Watch" list reveals the new vibrant and innovative companies that are set to shape the future of the mobile industry, and demonstrates the strength, innovation and diversity that exists within this exciting and dynamic industry sector. HSL are particularly delighted to be the only messaging company listed that is actively enhancing opportunities and technical developments through SS7 network connectivity.

Criteria for selection in the list required that the companies are British, are growing, have a sound future and also have a certain X-factor that sets them apart from their peers. HSL's recent growth both commercially with increasing their international presence and technically with their enhancements in SS7 connectivity positions them ideally into this exciting category.

The final list was selected from over 200 companies by an independent and distinguished panel of experts, and HSL are delighted to be included and to have received this recognition for their commitment to resilience and reliability, quality client relationships and innovative infrastructure enhancements.

For further information, the full article can be found on the Real Business website at <http://www.realbusiness.co.uk/mobile>.

ENDS

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About HSL:

Founded in 1999 in Edinburgh, Scotland, HSL provide a fast, efficient, reliable and high quality infrastructure for sending and receiving SMS messages globally. HSL operate across three independent service sites based in the UK and North America, which guarantees service availability and maximum reliability for clients. In addition, HSL have recently opened new office locations in Europe and are making exciting technical developments through SS7 connectivity to further improve reliability and quality of service for clients. Key clients include BAA, DHL, Cisco Systems, Hewlett-Packard Company, Sony Ericsson, Royal Liver Assurance and Schlumberger.

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