

PRESS RELEASE

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OLIVE COMMUNICATIONS SIGNS 30,000th CUSTOMER

- also secures a renewal for 650 lines from long-term customer

Leading voice and data integrator Olive Communications has this week signed up its 30,000th customer, Ramesys - one of the approved suppliers for the computers for schools project. Ramesys has ordered 500 new data cards to enable the delivery of a mobile data solution for computers in schools.

Ramesys is one of just ten IT suppliers to have been approved by Becta, the Government's lead agency for Information and Communications Technology. The agency is working with suppliers to source managed ICT services that offer quality and value-for-money to create a learning platform that uses a blend of proprietary and open source technologies, working within a defined Infrastructure Services Framework.

Olive is providing a mobile data solution using data cards from Yes Telecom as part of a deal that is expected to comprise some 3,000 cards during 2008.

Commenting on the new signing, Sarah Shepherd, Account Director at Ramesys said, "We are delighted to be working with Olive as our mobile data partner on this major project to deliver managed computer services to Key Stage 3 and 4 pupils and their families in around one thousand schools around the country. So far, we have found that Olive's reputation for exceptional customer service and personal account management is well-founded".

Olive MD Mark Geraghty added, "We are delighted to be working with Ramesys as an Olive partner and look forward to working closely with them for many years to support the computers for schools projects. Many of our customers have been with us since the company's first year of operation - a fact that is testament to the commitment and knowledge of the Olive team and to the value that we deliver."

This new signing is part of a trend which has seen Olive increase its turnover by some 600% in just two years. Unusually for a company working in the fixed/mobile integration arena, Olive has achieved this growth by focusing both on retaining and growing business from existing customers, as well as acquiring new business.

This week, Olive has had confirmation that eXPD8, a field marketing organisation, which has been an Olive customer for almost three years, has agreed to renew the provision of 650 lines. The renewal is part of a strategy in which eXPD8 equips every member of its 850-strong field-marketing team with PDAs.

EXPD8 provides services that help retailers such as Sainsbury's, Tesco and Woolworths with merchandising, promotional set-up, order creation, stock taking, refits and compliance audits. The HTC PDAs enable field staff to capture information such as bar codes, signatures, stock level reports and customer questionnaires at their customers' sites and to relay the information in real time via a central database. This speed of response has helped the company to win more contracts from some of the UK's largest retailers.

eXPD8's Finance Director, Peter Bailey, explained: "The central server and software implemented as part of Olive's solution allows us to run our operations much more efficiently and cost effectively in a number of respects. For example, we can track how often devices are synchronised and also if any devices aren't being used, and also run the administration with minimal paper and admin staff. I would certainly recommend Olive. Their service is excellent and they have a particularly efficient swap out service for devices, which comes in handy when most of your staff are out in the field".

- Ends -

About Olive Communications

Olive is a leading, independent mobile communications specialist, providing tailored voice and data solutions in the UK, predominantly for small and medium sized businesses. Olive offers a blend of value for money and quality of service, with a wide choice of services including:

- Voice and data integration
- Mobile broadband
- A range of handsets, PDAs and BlackBerry SmartPhones
- Fixed line services including CPS, ADSL/Broadband and phone systems
- Mobile Tariff optimisation
- Competitive tariff analysis across all networks

Olive works with partners including:

- T-Mobile
- O2
- Vodafone
- Yes Telecom
- Orange
- Yes Telecom
- BT
- Opal
- Telstra
- Gamma
- BlackBerry
- Microsoft
- HTC

Noteworthy customers include:

- Adepta
- Age Concern
- Birmingham City Football Club
- Bournemouth University
- Channel 5
- Council of Mortgage Lenders
- eXPD8
- Filofax
- Gateshead NHS Trust
- International Bar Association
- Liberal Democrats
- NASDAQ
- Smiths of Smithfield
- Snow Patrol
- YMCA

Olive supports a phone recycling initiative for Care International, one of the world's top three aid agencies, encouraging customers to hand in their old mobile phones for charity at the time of upgrade. Olive Communications expects to raise £10,000 from this initiative for Care International during 2008.

For the latest information, visit the brand new Olive Communications web site at www.olive-comms.co.uk

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