



Bridgewater Systems to Showcase Industry-Leading Subscriber-Centric Policy Management Solutions at ARABCOM 2007

Solutions enable service providers to control and monetize subscriber access to quad play services, networks in real time

Ottawa – December 5, 2006 - Bridgewater Systems, a leading developer of subscriber-centric policy management software for IP-based services, today announced its participation in the 10th annual ARABCOM show. To be held April 11 and 12, 2007 in Dubai, United Arab Emirates, ARABCOM 2007 is a leading summit that explores broadband technologies, networks, equipment, applications, solutions, and services in the field of communications

With over 85 percent CDMA marketshare in North America, Bridgewater solutions are widely deployed in wireless, wireline, and converged service provider networks around the globe. Bridgewater has partnered with industry leading organizations, including Alcatel and Nortel Networks, to deliver end-to-end solutions that feature Bridgewater's subscriber-centric policy management technology. Through its relationship with Alcatel, Bridgewater's policy management technology serves as the subscriber management middleware foundation for Alcatel's triple play offering. With the recent expansion in EMEA and a presence in Dubai, Bridgewater Systems is working closely with service providers in the Middle East and Africa to provide solutions that create a single intelligent policy decision point to manage and monetize subscriber access to applications and networks.

As a bronze-level sponsor at ARABCOM, Bridgewater will showcase its industry leading subscriber-centric policy management solutions, including service layer policy control, and dynamic broadband management. The company will also demonstrate how service providers can delegate authentication administration to corporate customers to reduce customer care costs.

Bridgewater's service layer policy control solution enables service providers to track, control, and monetize subscriber access to applications, including those hosted by third-party providers. This technology allows service providers to extend policy controls over how, and under which circumstances, subscriber information is accessible to the application, and how to prioritize access to this information for preferred providers. By addressing this important market dynamic, Bridgewater gives service providers the tools to manage and profit from new revenue-sharing business models in partnership with third-parties.

The company's dynamic broadband management solution enables dynamic control of network services on a per-subscriber, per-session or per-application basis. It allows service providers to apply flexible controls over bandwidth usage, create tiered services with Quality of Service (QoS) guarantees, and offer on-demand upgrades that boost the average revenue per user and differentiate service offerings.

Bridgewater technology also allows service providers to reduce customer care costs significantly, by delegating authentication administration functions to corporate administrators within enterprise organizations, allowing corporate customers to manage their own user administration. For example, an enterprise organization with this capability could add or delete users, assign service



profiles and change passwords – thereby allowing them to be more responsive to their employees.

"Subscriber-centric policy management is a key requirement for service providers because it enables a consistent subscriber experience across applications and networks, accelerates time to market, and provides opportunities for efficiencies in converged networks," said Mike Betz, sales managing director, Europe, Middle East and Africa (EMEA), Bridgewater Systems. "ARABCOM 2007 provides Bridgewater with an excellent opportunity to meet with communications operators from across the Middle East and Africa."

Visit Bridgewater Systems at booth F13.

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About Bridgewater Systems

Bridgewater Systems develops the industry's most advanced subscriber-centric policy management software for IP-based services. Its solutions help global service providers maximize profits and launch new services faster. Bridgewater does this by providing them with a unified view of their subscribers across all access technologies. With Bridgewater's software, service providers have an intelligent policy-decision point for the management of subscribers, applications, and network resources. The Bridgewater Systems' product suite delivers high performance policy management via its market-leading authentication, authorization and accounting (AAA) and Dynamic Host Configuration Protocol (DHCP) systems. It also offers a range of modular products for application support, mediation, and dynamic broadband management. Bridgewater Systems' proven carrier-class products deliver on-demand data services, extensive revenue capture capabilities, and out-of-the-box value that can be deployed in weeks - instead of months.

More than 60 leading service providers from around the globe (including Verizon Wireless, Sprint PCS, Bell Mobility, Virgin Mobile USA) trust Bridgewater's technology and business insight to help them deliver world-class services. Founded in 1997, Bridgewater Systems is a privately held company. www.bridgewater.com

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