

PRESS RELEASE

FOR IMMEDIATE DISSEMINATION

## Tata Teleservices launches "*Push 4 All Mail*" for Tata Indicom and Tata DOCOMO customers

- *Push 4 All Mail is an innovative service to access multiple email account via SMS. Customers can check, send, receive, forward emails on the move*
- *Service is Handset agnostic, users can configure upto 3 accounts simultaneously*
- *Smarter way to stay connected, a trendsetting offer that is light on the pocket*
- *Expected to spur growth and adoption of mobile email usage using SMS platform*

New Delhi, 03, February 2010: Tata Teleservices Limited, India's fastest-growing pan-India dual-technology telecom service provider, today launched a new value added service '*Push 4 All Mail*', for all its Tata Indicom and Tata DOCOMO customers that will offer first of its kind personalised email service on SMS. '*Push 4 All Mail*' will enable Indicom and DOCOMO customers to access their Gmail, Hotmail or Yahoo emails on any type of handset via SMS.

*Push 4 All Mail* eliminates the need for expensive data plans or high-end phones to receive emails and rich attachments on the go at the same time customers will have to no longer need worry about device capability and email client installation on the handset.

Announcing the launch of this service, Mr. Zubin Dubash, AVP VAS, New Products Development, Tata Teleservices Limited, said "*Push 4 All Mail* is a revolutionary service that will change the way people communicate. Customers will have to no longer worry whether their handsets are GPRS/BREW enabled or not since *Push 4 All Mail* is a ubiquitous service that will provide hassle free easy to use email service on SMS. Today consumer preferences are changing dramatically and as a telecom operator it's important to listen to consumer's voice and offer services that make a meaningful impact both in terms of service and revenues."

Push 4 All Mail is a service ingeniously engineered by iseemedia, a leading Canadian software development company focused on the commercialization of its email Service Delivery Platform to the mass market.

"We are extremely please at the commercial launch of Tata's newly branded Push 4 All Mail SMS-based push-mail service and look forward to some very meaningful traction throughout 2010," said Anthony DeCristofaro, President and CEO, iseemedia. "Tata Teleservices is the first operator in India to offer a push-mail service ubiquitously on all handsets which will revolutionize the way users receive and send their email via SMS, seamlessly from basic phone sets."

The *Push 4 All Mail* platform is designed to leverage operators' existing infrastructure and provides a very cost-effective yet fully featured mobile email solution even on low-end mobile devices with the basic SMS interface. It makes every mobile device a Smartphone which offers operators ample opportunities for generating additional revenues from their customers - even from customers not subscribing to data plans.

This feature-rich service empowers users to compose, reply, forward, delete and filter emails. To subscribed simply send "*optin <email id> <password>*" to 582829 (Tata Indicom) or 52206 (Tata DOCOMO). Tata Indicom & Tata DOCOMO subscribers can avail this service at Rs 15 per month & 50 paise for every SMS sent to the shortcode.

### **About Tata Teleservices Limited**

Tata Teleservices Limited is one of India's leading private telecom service providers, having a pan-India presence across all of India's 22 telecom Circles. The company offers integrated telecom solutions to its customers under brands - Tata Indicom, Tata DOCOMO, Tata Photon and Tata Walky and uses both the CDMA and GSM technology platform(s) for its wireless networks. Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in more than 420,000 towns and villages across the country, serving nearly 60 million subscribers. After its collaboration with Japan's NTT DOCOMO in November 2008, Tata Teleservices has so far launched GSM services under the Tata DOCOMO brand name in 15 telecom Circles, and the remaining part of the country is also expected to be covered shortly. In December 2008, Tata Teleservices announced a unique reverse equity swap strategic agreement between its fully-owned telecom tower subsidiary—Wireless TT Info-Services Limited—and Quippo Telecom Infrastructure Limited, thereby becoming the largest independent entity in this space. Tata Teleservices' bouquet of telephony services includes mobile services, wireless desktop phones, public booth telephony and Wireline services

For details, visit [www.tatateleservices.com](http://www.tatateleservices.com), [www.tataindicom.com](http://www.tataindicom.com), and [www.tatadocomo.com](http://www.tatadocomo.com).

### **About iseemedia**

iseemedia Inc. is a software development company focused on the commercialization of a Service Delivery Platform (iseemail™) for delivering Blackberry-like email services to the mass market and an advanced Content Delivery Platform (iseedocs™) for rich media adaptation and extremely cost-efficient delivery to mobile devices. The Company maintains a broad portfolio of issued and pending patents that support authoring, streaming and interactive viewing. iseemedia is publicly traded on the TSX Venture Exchange (Symbol: IEE).

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*This news release includes certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with iseemedia's business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts, but reflect iseemedia's current expectations regarding future results or events. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations, including the matters discussed under "Risks and Uncertainties" in the Filing Statement filed on March 31, 2009 with the regulatory authorities. iseemedia assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements.*

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