

**FOR IMMEDIATE RELEASE**

**African Mobile Network Operator MATTEL Selects Telepin Software**  
***Mauritanian-based MATTEL commercially deploys mobile money offering for local market***

**Ottawa, CANADA, May 11 2010** – Telepin Software, a leading provider of mobile money transaction platforms, today announced that it has been selected by Mauritanian-based mobile network operator Mauritano-Tunisienne de Telecommunications (MATTEL) to provide mobile money solutions for its local market. MATTEL has now commercially deployed Telepin's Cayman Transaction platform for mobile recharge, P2P airtime and money transfer, with cash-in/cash out capabilities, and loyalty based services.

Africa is one of the fastest growing markets for Mobile Money. GSMA estimates that worldwide there will be 1.7 billion unbanked customers with mobile phones by 2012, and that mobile money has the potential to deliver up to \$5 Billion USD in direct revenues for mobile network operators in the same time period. Telepin's Cayman Transaction Platform is designed to provide mobile network operators with the infrastructure required to maximize this market opportunity.

"We selected the Telepin Cayman Transaction Platform based on the company's proven track record, and the innovative approach the solution delivers," said Mohamed Ali Sahli, CEO, MATTEL. "We require flexibility and scalability, and we expect that our investment in Telepin will enable us to increase subscriber satisfaction and measurable subscriber spending. We look forward to continuing to work with Telepin as a trusted partner in our success, and further demonstrate our commitment to the growth of mobile money in Mauritania."

MATTEL is a subsidiary of Tunisie Telecom and is the leading operator in Mauritania for mobile and PSTN services. The mobile network operator is a leader when it comes to the delivery of mobile money services in the African market and reaching currently unbanked customers. Telepin's flagship Cayman Transaction Platform, delivers mobile network operators with the most efficient and cost-effective way to control their distribution networks, maximize revenues from mobile financial services, and deliver innovative mobile financial applications. Telepin's flexible and scalable Cayman Transaction Platform enables a full suite of electronic, transaction-based applications for mobile subscribers to recharge their mobile airtime without the use of physical cards or vouchers, facilitate P2P money transfers, allow for electronic bill payments, and more, using multiple channel interfaces.

"We are pleased to be working with MATTEL to deliver the backbone for innovative transactional services for its customer base," said Vincent Kadar, President, Telepin Software. "The addition of MATTEL as a client will help to strengthen our growing leadership in the African market, as well as in other unbanked markets around the world including the Middle East, South East Asia and Latin America. We are committed to providing our customers with innovative, differentiated services to meet their market's specific needs."

**About Telepin Software**

Telepin Software is a leading provider of mobile transaction platforms, providing mobile operators the most efficient and cost-effective way to control their distribution network, maximize revenues from mobile financial services, and deliver innovative mobile financial applications. Telepin's Cayman Transaction Platform enables a full suite of electronic, transaction-based applications for mobile

subscribers to recharge their mobile airtime without the use of physical cards or vouchers, facilitate P2P money transfers, allow for electronic bill payments, and more, using multiple channel interfaces. Telepin's customer base includes tier-one operators in the Middle East, Africa, and the Americas. Telepin is completely self-funded, and has recently been recognized as OCRI's Startup of the Year, a Deloitte Fast 50 Company to Watch, Ottawa Business Journal's Fastest Growing Company for 2009, and a Red Herring Global 100. For more information, visit: [www.telepin.com](http://www.telepin.com) or [www.mobilemoneytransactions.com](http://www.mobilemoneytransactions.com).

**About MATTEL**

Mattel is the first GSM network in Mauritania. It is a Mauritanian-Tunisian company in which Tunisie Telecom (PSTN and mobile Tunisian operator) holds 51% and Somatel (private Mauritanian investors) holds 49%. Mattel, since 2009 is a PSTN and Mobile operator. For more information on Mattel visit [www.mattel.mr](http://www.mattel.mr).

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