



ntl: TELEWEST EXPANDS RELATIONSHIP WITH EUROPEAN COMPUTER TELECOMS (ECT)

Teams Collaborate for Strategic Leadership in Hosted Customer Contact Solutions

London, UK & Munich, Germany, July 15, 2008: ntl:Telewest, part of the Virgin Media Group, has expanded their relationship with European Computer Telecoms to include enhancements to existing hosted call centre applications, new applications for call recording and a strategic partnership. Since 2004, ntl:Telewest's Customer Contact Solutions have been powered by ECT's *effEctive*® Network Based Call Centre product line. Together, ECT and ntl:Telewest are strengthening the call centre solution platform and assembling specific solutions to meet the needs in multiple market segments. This partnership is changing the way our companies do business. "It is no longer enough for a company like ECT to simply provide a superior technical solution to a customer. Instead, we view each other as partners, mutually providing insight into the local markets and supporting each other in building successful business offerings," says Tamal Islam, ECT's Vice President of Product Strategy. ECT provides value added services to telecom operators and has more than 200 customers using its *effEctive*® Network Based Call Centre product line.

ECT and ntl:Telewest are collaborating on key market strategies in the call centre business area to build the strongest solutions in this marketplace for their customers. ntl:Telewest is a leading communications provider to businesses, public sector organizations and service providers in

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the UK. ntl:Telewest's Customer Contact Solutions are key to their product portfolio and are positioning themselves to be the provider of choice in this market, providing end-to-end services and applications. Andy Perrin, Senior Product Manager, says, "Our partnership with ECT is important to us as we build best-in-class solutions that are aimed at directly meeting the needs of our customers in specific industries including public, travel and finance."

ECT and ntl:Telewest are partnering at the upcoming Call Center Expo in the UK in September. They will be sharing their solutions with prospective customers, and will also be speaking to the conference on industry trends. Specifically, ECT Vice President Tamal Islam will have a presentation on Hosted Customer Services.

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About ntl: Telewest Business:

ntl:Telewest Business, part of the UK's second largest fixed-line telecommunications company, is a leading communications provider to businesses, public sector organizations and service providers in the UK. It delivers a complete portfolio of voice, data and internet solutions nation-wide. ntl:Telewest Business sales and support teams are located across the UK, in close proximity to our customers, as part of a commitment to deliver superior customer service. ntl:Telewest Business delivers services over the Group's £13bn investment in its state-of-the-art infrastructure giving business customers access to the largest alternative network in the UK. ntl:Telewest Business is trusted to provide critical communications to high profile customers including: Heathrow's Terminal 5, Birmingham City Council and Cambridgeshire County Council.

For further information go to <http://www.ntltelewestbusiness.co.uk/>

About European Computer Telecoms (ECT):

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfil market demands.

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Based on its open **ECTXML**[®] programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including at&t, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, mcell, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

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