

May 20th 2004

## **GLOBAL CO-MARKETING AGREEMENT SIGNED**

Innovative Auckland-based software development company SimWorks International signed a global co-marketing agreement with Ericsson on Tuesday. Under the agreement Ericsson will promote SimWorks' Subscriber Data Management System (SDMS), a leading phone backup and social networking product, to its mobile operator customers around the world.

“This agreement provides us with a key channel into the international market for mobile applications and represents an important vote of confidence in our technology and the demand for mobile applications and content by mobile operators.” says Aaron Davidson, cofounder and CEO of SimWorks.

“Leveraging Ericsson's leadership in the mobile infrastructure market, excellent relationships with operators around the world and global network of MobilityWorld centres will significantly accelerate SimWorks' expansion into international markets.”

Ericsson Market Development Manager, Jeremy Hope says both operators and consumers are demanding new mobile applications.

“We like the look of SimWorks' SDMS because it's such an exciting and unique product. Phones are already such an inherent part of people's social lives and we think consumers will embrace this new technology.”

“We look at many applications worldwide and haven't seen anything yet that combines the social networking function. This is something that has huge potential over the next 5 to 10 years”, says Mr Hope.”

### **About SimWorks**

Established in 2001 SimWorks is a privately held Auckland based company specialising in the development of phone backup, social networking and directory service applications for mobile operators and other service providers.

SimWorks has gained significant support for its applications from industry, investors and Technology New Zealand who have invested in the company's research and development through its flagship Technology for Business Growth scheme.

Further information on SimWorks' SDMS product is available at [www.simworks.biz](http://www.simworks.biz).

### **About Ericsson**

Ericsson is shaping the future of Mobile and Broadband Internet Communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the World.

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