

## Optimus Chooses BroadSoft for New Residential Offering that Combines Mobile Service with Online Social Networking

*Innovative services target young consumers across Portugal*

**LISBON, PORTUGAL AND GAITHERSBURG, MD, November 11, 2008** — BroadSoft, Inc., the leading provider of VoIP application software, today announced that Optimus Telecomunicações, S.A., a GSM/UMTS mobile operator in Portugal, has chosen BroadSoft's BroadWorks® VoIP application platform to deliver a new residential VoIP offering that combines mobile services with web-based social networking features. The new service primarily targets young, active consumers across Portugal.

Hundreds of thousands of subscribers have already joined the Optimus TAG Community service, which launched in April 2008. Optimus has developed a webphone that extends the subscriber's service to a PC while keeping the same customer identity. Subscribers can use the same phone number for both the mobile and the webphone and can receive voicemails, SMS/MMS and Instant Messages on either device.

Optimus also uses BroadWorks to offer voice services to enterprises through business trunking. "After our success with deploying BroadWorks for our enterprise consumers, we selected the platform for our new residential offering," said Paulo Plácido, Optimus's core and services engineering director. "With the range of features that BroadWorks enables us to offer, we believe this is a service that younger consumers especially find compelling."

Subscribers of the residential service can join an Optimus online community called TAG (<http://www.optimustag.pt/>) to access additional features, including presence over IM, with unlimited usage.

Features available to subscribers who send or receive calls on the webphone include:

- Instant Messaging
- Short Message Service (SMS)
- Multimedia Messaging Service (MMS)
- Video calling
- Voicemails and IM received simultaneously on both devices
- Contacts importing from Microsoft® Outlook®

"This innovative offering by Optimus resonates with younger users by incorporating the mobile phone with additional features that are made available with a webphone," said Mike Wilkinson, BroadSoft's director of marketing for the Europe, Middle East and Africa region. "BroadSoft® is helping the industry benefit from Web 2.0 innovation, and Optimus is a prime example of how mobile operators can create innovative services with the carrier-grade BroadWorks voice solutions."

The solutions for the Optimus service are Session Initiation Protocol (SIP) based over IP Multimedia Subsystem (IMS) architecture; the BroadWorks platform is compliant with both IMS and the SIPconnect standard.

### **About Optimus**

For more information on Optimus Telecomunicações, S.A., visit <http://www.optimus.pt/Particulares>.

**About the BroadWorks Platform**

BroadSoft's IMS-compliant BroadWorks® platform provides a comprehensive range of VoIP applications, including Hosted Unified Communications, Mobile PBX, Business Trunking and residential broadband services fully integrated into a single VoIP application platform. BroadWorks is capable of providing these applications with the reliability, redundancy, scalability and regulatory capabilities required to deliver carrier-class service.

**About BroadSoft**

BroadSoft® provides VoIP application software that enables the delivery of hosted telephony and multimedia services. Its award-winning flagship BroadWorks technology empowers wireless, wireline and cable carriers to deliver next-generation voice and multimedia applications and advanced features that enable them to increase revenue, enhance competitive differentiation and elevate customer satisfaction. BroadSoft's family of carrier-class software products delivers the scale, open architecture and reliability that the world's leading telecommunications companies demand to serve mission-critical enterprise and residential broadband customers. BroadSoft provides VoIP applications to seven of the Top 10 and 13 of the Top 25 largest carriers worldwide, as measured by recent annual revenue, including Korea Telecom, KPN, SingTel, Sprint, Telefonica de Espana, Telstra, T-systems and Verizon. For additional information, go to [www.BroadSoft.com](http://www.BroadSoft.com).