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THE LARGEST MOBILE OPERATOR IN KOREA TURNS TO TELCOBRIDGES™ AND ALOX TO SCALE ITS RING BACK TONE SYSTEM

SK Telecom Addresses Its Current Needs and Also Plans to Face Future Growth by Leveraging TelcoBridges' Highly-Scalable Telecom Platform

Montreal, Canada, May 27, 2008 – **TelcoBridges™** Inc., the preferred hardware and software supplier for telecom solution developers, and Alox Inc, a leading solution provider in Korea, today announced that they are working together to scale SK Telecom's Ring Back Tone system, in a manner that meets current operators' demand and also provides added capacity to address SK Telecom's future growth needs.

Alox is a leading solution supplier for the telecommunication market in Korea, specializing in Ring Back Tone systems and converged telephony applications. **TelcoBridges** provides the industry's most scalable telecom hardware platforms. By combining Alox's application software with **TelcoBridge's** award-winning hardware, the two companies have delivered a new and substantially larger Ring Back Tone system to SK Telecom, which is the largest CDMA service provider in Korea.

SK Telecom's new Integrated Color-Ring Back Tone System (iCRBT) replaces a previous system that had reached its limits. The new iCRBT system provides extensive capacity (up to 256 E1 per system, with multiple systems working in tandem) enabling SK Telecom to effectively compete with other mobile operators offering similar services, while also helping to reduce their operating expenditures. **TelcoBridges'** Voice Trunking and SS7 switching technology provides a scalable foundation – without a single point of failure – that SK Telecom needs to support millions of current and future subscribers.

“Some of the largest systems in the world are currently running on **TelcoBridges'** hardware, and we're pleased to add SK Telecom to our portfolio of customers,” said Gaetan Campeau, President of **TelcoBridges**. “Our platform achieves greater scalability and reliability than any other system presently on the market, which is critical for operators like SK Telecom, who seek to provide high-margin services like ring-back tones to as many customers as possible.”

SK Telecom's new iCRBT system allows the called party to select from a variety of personalized voice recordings, songs, or sound effects to be played instead of a normal ring tone. Because iCRBTs are not dependent on network technologies or handset capabilities, any mobile user is a potential client. Ring Back Tone services require the user to have a subscriber account. Next to SMS, RBTs provide the second-most profitable value added service to carriers, so the underlying technology used to support RBT systems must be highly scalable.

“Scalability and flexibility are critical requirements to SK Telecom, because they serve millions of customers, and they need to be able to roll out new services in a manner that does not disrupt their business, or their customer service,” said Alox Deputy Manager, Seung Youl Maeng. “By working with **TelcoBridges**, we're able to implement a Ring Back Tone system that

vastly improves the customer experience, while also providing the scalability needed to meet future demand in a straightforward manner.”

About TelcoBridges

TelcoBridges is clearly defining the future of communications technologies. By supplying the industry’s best telecom platform, **TelcoBridges** is helping telecom solution developers of VoIP and TDM solutions realize their bright ideas. **TelcoBridges’** customers develop and deploy carrier-grade telecom solutions for some of the world’s largest operators in more than 35 countries. For more information, please visit www.telcobridges.com

About SK Telecom

SK Telecom (NYSE: SKM, KSE: 017670) is the top wireless communication provider in Korea, where it has more than 22 million subscribers taking up more than 50% of the total market. The company, established in 1984, reached KRW 11.28 trillion in revenue in 2007. SK Telecom was the first to launch and commercialize CDMA, CDMA 2001x, CDMA EV-DO and HSDPA networks, and currently provides cellular, wireless Internet, mobile multimedia, global roaming service and more. For more information, please visit: <http://www.sktelecom.com/> or email to press@sktelecom.com

About Alox

Alox is a leading solution supplier for the telecommunication market in Korea, specializing in Ring Back Tone systems, Voice Mail system, and other convergent telephony applications. For more information, please visit: www.alox.com

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