



## Syniverse Renews Pact with Cellular South, Builds on Success in North America

*Continuation of 20-year relationship contributes to Syniverse's exceptional customer retention rate*

### News Release

#### For more information:

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**TAMPA, Fla. – Nov. 23, 2009** – Demonstrating its ongoing confidence in [Syniverse Technologies](#) (NYSE:SVR), Cellular South, a leader in wireless solutions and innovation, has signed a multi-year contract extension for a broad suite of 11 [messaging](#), [roaming](#), [clearing](#), [fraud prevention](#) and [business intelligence](#) solutions. The renewal marks the continuation of a 20-year relationship between the nation's largest privately owned wireless communications provider and Syniverse.

Cellular South is one of more than 80 North American operators to sign a contract renewal with Syniverse since January 2009, strengthening the company's more than 95 percent global customer retention rate.

"The ability to satisfy and retain our customers is a cornerstone of our business, and our long-time relationship with Cellular South is a true testament to this dedication," said [Alfred De Cárdenas](#), Executive Vice President, Americas, Syniverse. "The key to our success is our ability to provide any operator with any solution it needs to ensure subscriber satisfaction and, ultimately, business success."

By signing this renewal, Cellular South will continue to rely on Syniverse as a one-stop provider of solutions that allow it to provide subscribers with seamless mobile voice, data and messaging services.

In addition to maintaining its existing customer base, Syniverse also added more than 20 new North American customers in that timeframe, including mobile operators as well as cable operators, and Internet, VoIP and applications service providers.

"Over the past 20 years, Syniverse's extensive portfolio of wireless services has helped us streamline our business, remain competitive within the market and meet the evolving needs of our customers," said Tony Kent, Chief Technology Officer, Cellular South. "Thanks to this relationship, we have been able to ensure our subscribers enjoy high quality of service, whether they're roaming across the country or halfway around the globe."

#### **About Syniverse**

Syniverse Technologies (NYSE:SVR) provides mobile technology for the global telecommunications industry, making it possible for disparate data, messaging and voice technologies to interoperate anywhere, any time. Serving more than 800 communications companies in over 160 countries, Syniverse offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers. For more information, visit [www.syniverse.com](http://www.syniverse.com).



**About Cellular South**

Cellular South is a privately-owned diversified mobile communications company passionately committed to helping customers get the most out of their wireless devices and services. The nation's largest privately owned wireless communications carrier accomplishes this goal by providing the most reliable and advanced 3G nationwide wireless voice and data network, offering industry-leading unlimited flat rate plans, and through its online and in-store Discover Centers, which give customers easy, simple and convenient tools, tips, advice and information to get the most out of their mobile phone. For more information about Cellular South and its products and services, visit [www.cellularsouth.com](http://www.cellularsouth.com).

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