



Syniverse Provides Messaging Connectivity for text4baby Initiative

New U.S. program texts key health information to pregnant women, new moms

News Release

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TAMPA, Fla. – Feb. 4, 2010 – Helping to supply timely health information to pregnant women and new mothers from pregnancy through the baby's first year, [Syniverse Technologies](#) (NYSE:SVR) is delivering text messages free of charge for the newly launched text4baby initiative. Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB).

Syniverse is working with Voxiva, who will provide the mobile healthcare platform, as well as with major U.S. mobile operators to offer the text message service at no cost to registered users.

With text4baby, pregnant women and new mothers can sign up to receive free text messages that include the valuable information they need to give their babies the best possible start in life, said [Tony Holcombe](#), President and CEO, Syniverse.

"Each year in the United States, more than 500,000 babies are born prematurely and an estimated 28,000 children die before their first birthday," Holcombe said. "By joining the text4baby initiative, we hope to make a difference and drive down these dismal statistics."

Text4baby provides participants with three free SMS text messages every week. Content is determined by either the mother's due date for prenatal information or the baby's birth date for tips about postnatal care. Women opt in to the program by texting BABY (or BEBE for Spanish) to 511411. They then will receive messages focused on a variety of topics essential to maternal and child health, including birth defect prevention, immunization, nutrition, seasonal flu, mental health, oral health and safe sleep. Text4baby messages also connect women to prenatal and infant care services and other resources.

Syniverse provides the mobile expertise and [SMS interoperability](#) technology necessary to ensure text4baby messages can be delivered to recipients across a myriad of mobile operators and networks in the United States.

"As one of the early pioneers in mobile messaging, we are pleased to play such a key role in this vital nationwide initiative," Holcombe said. "Text4baby is an excellent example of how mobile technology can make a positive impact on our society."

[Text4baby](#) is made possible through a broad, public-private partnership that includes the White House Office on Science and Technology Policy and the U.S. Department of Health and Human Services; founding partners HMHB, Voxiva, Grey HealthCare Group and CTIA-The Wireless Foundation; founding corporate sponsor Johnson & Johnson; premier sponsors WellPoint, Pfizer and CareFirst BlueCross



BlueShield; and implementation partners BabyCenter, Danya International, Syniverse Technologies, Keynote Systems and The George Washington University. The mobile health platform is provided by Voxiva and free messaging services are provided by participating wireless service providers.

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.

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