

SYBASE 365 AND TELECOM NEW ZEALAND INTERNATIONAL IN WORLD FIRST, ENABLE CSL AND dtac TO EXCHANGE VOICE TRAFFIC OVER IPX VOICE HUB

Companies First To Show IPX Voice Hubbing Is Technically Feasible And Commercially Viable Offering Fixed And
Mobile Operators Best In Breed IPX Services

SINGAPORE, Singapore August 10, 2010 Sybase 365, a subsidiary of Sybase, Inc., the global leader in mobile messaging and mobile commerce services, and Telecom New Zealand International (TNZI), a division of Telecom New Zealand, globally-recognised for its expertise in the international voice business, today announced two leading Asia Pacific mobile operators CSL of Hong Kong and Total Access Communication PLC (dtac) of Thailand chose Sybase 365 and TNZIs IPX (IP eXchange) Voice service to exchange international voice traffic in a successful trial.

The IPX Voice service is offered by Sybase 365 in partnership with Telecom New Zealand International and using TNZIs next-generation softswitch, the companies offer the worlds first fully operational IPX Voice hub. IPX Voice is one of several innovative services Sybase 365 offers on its Sybase IPX 365 network.

As with the early days of SMS, operators recognise the benefit of hubbing connectivity over bilateral inter-operator agreements, said Matthew Tonkin, Senior Sales Director Asia at Sybase 365. Together with Telecom New Zealand International, we are one of the first companies to offer fixed line and mobile operator access to a full IPX platform with best in breed IPX operator services, and the first to prove voice hubbing via the IPX is both technically feasible and commercially viable.

Voice is the cornerstone service of the

IPX proposition. Direct routing of voice through our combined IPX voice hub improves call quality, which in turn positively improves the customer experience and call duration, said John Sullivan, Vice President Sales, Asia, for TNZI. The successful trial of IPX Voice between CSL and dtac is just the beginning. We're expecting the majority of international voice traffic to be exchanged on the IPX in the future.

CSL, a subsidiary of Telstra Corporation Ltd, is Hong Kong's first and leading mobile operator. At CSL, our customers expect the highest quality of service, and this also applies to international calls, said Paul Hodges, Executive Vice President, International Services, CSL Limited. We are extremely pleased to be one of the world's first mobile operators to connect to Sybase 365 IPX Voice hub.

dtac is one of Thailand's leading telecommunications services providers. IPX voice hubbing, as provided by Sybase 365 and TNZI, combines best of breed services, said Nitipong Boon-long, Head of dtac's IDD & Roaming Solutions Unit. Sybase IPX 365 ensures quality technical performance for high-value data transport in a secure environment.

Sybase IPX 365 is a full suite of IP eXchange (IPX) services designed to serve both the fixed and mobile network operator communities with premium quality of service and security required in the conversion to IP networks. Sybase IPX 365 full suite of services includes global data roaming, messaging hubs, IPX Voice, and signalling. By combining the strengths of Sybase 365 and leading partners, the Sybase IPX 365 platform provides network operators with a competitive advantage including cost reduction and improved service quality. Already, more than 70 operators worldwide use Sybase IPX 365 for global data roaming.

Sybase IPX 365 is a key component of the Sybase Mobility Platform, the industry's first and most expansive framework of best-in-class mobility servers, mobile applications and mobile services, empowering enterprises, including financial institutions, to transform the way they connect with their customers and enable their employees.

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Additional Resources:

Sybase Global Consumer

StudySybase and Loudhouse Research recently conducted a global study of 4,100 mobile phone users across 16 countries. The Global Consumer Acceptance and Usage reports examine countries based on mobile communication use, mobile access to information, desire for next generation mobile services, and the ability to conduct mobile commerce.

About Sybase 365

Sybase 365, a subsidiary of Sybase, Inc. (an SAP company; NYSE: SAP), is the global leader in enabling mobile information services for mobile operators, financial institutions and enterprises. We provide our customers with the widest offering in SMS, MMS, GRX, IPX interoperability, end-to-end mobile commerce solutions, innovative mCRM, mobile marketing and content delivery services. Sybase 365 processes more than 1.4 billion messages per day, reaching 850 operators and 4 billion subscribers around the world. For more information, visit: www.sybase.com/365. Read our blogs: <http://blogs.sybase.com>.

About TNZI

TNZI

is the international division of Telecom New Zealand, the major full-service telecommunications provider in New Zealand. TNZI's global voice business has more than 200 voice customers/vendor relationships and carries voice traffic originating and terminating in all parts of the world. TNZI has been a pioneer in the international wholesale voice business and was the first international carrier to operate in the US using a 214 licence. TNZI has built a global next-generation softswitch network and developed offerings specifically targeted at the needs of mobile and fixed operators. Telecom New Zealand is listed on the Australian, New York and New Zealand stock exchanges and has a strong A rating from Moody's Investor Service and Standard and Poor's. Telecom is co-owner of the Southern Cross Cable network. For more information, visit: www.tnzi.com

About CSL Limited

CSL is Hong Kong's first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: 1O1O, One2Free and New World Mobility. It operates a world-class GSM / WCDMA network through which it offers

comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with over 500 mobile operators around the world. For more information, please visit www.hkcsl.com.

CSL is part of Telstra International, a business unit of Telstra Corporation Limited, Australia's leading telecommunications and information services company (www.telstrainternational.asia).

About DTAC

Total

Access Communication Public Company Limited (dtac) is a leading mobile phone operator in Thailand, serving 20.3 million phone numbers (as of first quarter, 2010) to customers. It was founded in August 1989 and it has been operating as a leading mobile phone operator in the country since then.

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