Sybase 365 Offers Microsoft Windows Live Messenger Service To Mobile Operators In South East Asia

Service Dramatically Simplifies Proposition For Global Mobile Operators To Provide Instant Messaging Services To Their Subscribers

Sybase 365, a subsidiary of Sybase, Inc. (NYSE: SY), the global leader in mobile messaging services, today announced an agreement to resell Microsoft Windows Live Messenger services to its mobile operator customers in South East Asia, providing them a simplified way to offer the popular Windows Live Instant Messenger for Mobile to millions of mobile subscribers. The agreement builds on the five-year collaboration between the two companies on services including Windows Live Hotmail mobile.

This agreement is a natural extension of our ongoing partnership with Microsoft, said Cameron Franks, Director mCommerce, Sybase 365. Our goal is to continue to provide a win-win situation for our customersbe they mobile operators or the independent software vendorsby providing value and revenue for all parties. We are excited to be a part of bringing one of the Internets most popular services to millions of mobile devices around the world.

As consumer demand continues to build for mobile messaging services beyond text, the next logical areas of focus are multi-media messaging (MMS) and mobile IM services. The Windows Live community is already one of the largest on the Internet with more than 550 million users and will continue to grow as it becomes more readily deployed on mobile devices worldwide.

Sybase 365 operator customers offering the service include Singapores StarHub and Malaysias DiGi Telecommunications Sdn Bhd. DiGi recently launched the countrys first integrated IM mobile client allowing subscribers to access Windows Live Messenger and other IM services on their mobile phones.

The service is being offered initially in Southeast Asia, and will be rolled out in other countries throughout the year.

About Sybase 365
Sybase 365, a subsidiary of Sybase, Inc. (NYSE: SY), is the global leader in mobile messaging interoperability, the delivery and settlement of SMS and MMS content, mobile commerce and enterprise-class messaging services. Processing more than 100 billion messages per year, Sybase 365 reaches more than 700 mobile operators and 3 billion subscribers around the world. For more information, visit: www.sybase.com/365 <http://www.sybase.com/365>