



## **NEWS ANNOUNCEMENT**

*For Immediate Release*

### **Softlinx Announces Expansion of Its Product Offering and Business Strategy to Capitalize on the Emerging Mobile Business Solutions Market**

Westford, MASS. (February 11, 2002)—Softlinx, Inc., a global provider of Replix® family of enterprise fax/e-mail messaging platforms and business communications solutions for e-document delivery, today announced its corporate strategy that will drive the company into the emerging mobile business solutions market, setting for future growth.

The Company is currently working on the release of series of new mobile business applications and expansion of its solution integration services group designed specifically to meet the needs of tomorrow's mobile and wireless business environment while deepening the scope of its offerings in its enterprise messaging solutions to encompass multi-channel customer interaction platforms and unified communications applications.

The world's mobile and wireless markets are undergoing a fundamental shift from a predominantly voice-centered industry to one incorporating data content and multimedia. While this is happening already in some markets, notably Japan and Korea, the majority of the world's subscribers are using voice services with some messaging. By 2005, out of a total wireless population of 1.62 billion subscribers, nearly 752 million (over 46 percent) will be capable of Internet access. Or put another way, approximately 11 percent of the world's population will be able to access the Internet from their personal wireless devices according to industry projections. For vendors offering wireless and mobile solutions that address this market, this growth represents a considerable opportunity.

#### **Connecting People to Business**

As wireless and mobile Internet access services become more prevalent, and more usable, so the mobile vendor's solutions will change to incorporate applications of greater functionality and value. Mobile and remote workers can efficiently and effectively access their business desktop environment as well as corporate data sources, reply to and interact with their customers, employees and partners instantly from their personal mobile device.

Softlinx defines mobile business as the revenue opportunity created by the convergence of wireless, wire line and Internet services. Leveraging its core messaging technology and infrastructure, Softlinx' mobile business strategy is focused on pursuing this opportunity by introducing mobile business applications and platforms that enable "anytime, anywhere" mobile business communications and transactions.

#### **Partnerships and Strategic Alliances**

Softlinx plans to pursue mobile business opportunity through a combination of its global customer base, market-proven messaging technology and solutions integration strength augmented by partnerships and strategic alliances with selected technology and complementary distribution channel providers to expedite its presence in the new market opportunities.

### Corporate Vision

"Our strategy is aligned with the Softlinx' corporate vision, which is to become a global provider of products and services that deliver best business value to our customers through enhanced productivity and cost-savings for their business communications needs," said Dr. Hikyu Lee, founder and chief executive officer. "Softlinx intends to leverage its experience in enterprise messaging and Internet-scale solution deployment for major multinational corporations in the past, is committed to research and development spending, and intends to center its sales and marketing efforts on expanding business lines, establishing international alliances to enter this new market."

### About Softlinx

Softlinx is a global provider of business communications solutions, offering products and services that are designed to increase revenue, productivity and cost-savings. Building on its strength in the enterprise messaging technologies and solution integration expertise, Softlinx helps customers better manage their information delivery, access and interaction with customers for their e-document delivery, unified communications and mobile business needs. Its Replix® family of products, built on an Internet-scale, standards-compliant platform, power business communications needs of major multinational corporations worldwide. For more information, visit <http://www.softlinx.com> or call 1-800-899-7724.

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