



Mobile Maestria and AnchorPoint Announce Business Agreement

*Leading Canadian Wireless Expense Management Provider Partners with a
Leading U.S. Telecom Expense Management Provider*

Terrebonne, Quebec – August 26, 2009 – Mobile Maestria, an established telecommunications company from Terrebonne, announced today a partnership with AnchorPoint, the Boston-based division of MTS. Leading provider of wireless solutions in Canada, Mobile Maestria was the first company to provide complete web-based mobile usage and cost tracking solution in addition to wireless optimization and best-practices services. AnchorPoint is a leading service provider of integrated Telecom Expenses Management (TEM) solutions. Through this partnership, both Mobile Maestria and AnchorPoint will offer the most complete mobile solutions available to their respective clients.

Normand CYR, President of Mobile Maestria, announced: "The partnership with AnchorPoint ensures [Mobile Maestria's] capabilities for delivering to our clients a most complete portfolio of both wireline and wireless TEM solutions. AnchorPoint brings us its recognized expertise in the field of TEMs and, through its solid portfolio of solutions and services, completes our own portfolio.

"We're excited to partner with AnchorPoint, as it allows us to expand our solution offering beyond mobile management to meet the global expense management needs of our clients, ranging from wireline, to data and wireless. Under this partnership, Mobile Maestria will now deliver full telecom lifecycle management services, resulting in additional savings for our clients," said, Mr. CYR.

According to Roger CHALLENGE, CEO of AnchorPoint, "Mobile Maestria leads the way as a wireless TEM provider in Canada. By combining their industry knowledge and customer expertise with our own wireline capabilities, we are now offering a "best of breed solution" to the Canadian market. This partnership reinforces our commitment to supporting our customers' international TEM needs."

Offered as a software license, hosted or outsourced solution, the combined TEM solutions provided by the resulting partnership enable customers to intelligently manage, plan, optimize, and reduce their communications and network investments.

Source:

for Mobile Maestria

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About Mobile Maestria

Mobile Maestria (www.mobilemaestria.com) is a leading wireless expense management solution provider. The flagship service tool MaestriaWeb™ becomes the obvious choice for businesses seeking to considerably reduce their wireless telecommunications expenses, as well as streamline the management of their wireless fleet, including cellular phones, pagers, personal organizers, wireless network communication devices and calling cards.

MaestriaWeb™ is an innovative and intuitive solution designed by Mobile Maestria to provide clients with a set of powerful, seamless tools to manage wireless telecommunications services from both ends: usage and billing.

Mobile Maestria is the promoter of the **Canadian Wireless Management Forum** (www.wirelessmanagementforum.ca), an event where the 2nd edition, held in Montreal on October 8, will bring together wireless industry innovators and corporate decision-makers to learn, discuss and exchange ideas fostering better wireless business in Canada.

About AnchorPoint, a Division of MTS

AnchorPoint (www.anchorpoint.com) is a leading provider of Telecom Expense Management Solutions that enable enterprises to gain visibility and control of strategic assets that drive key business processes and crucial competitive advantage. The company's award-winning software, consulting and managed services solutions – including integrated Invoice, Asset, and Usage Management and Business Analytics tools – provide professionals at every level of the organization with rapid access to concise, actionable data. Armed with this knowledge, they can make smart operational and financial decisions that maximize the performance of core assets and services. From reducing costs and optimizing resources for superior ROI; from allocating budgets to ensuring regulatory compliance; from purchasing to payment; and everything in between, global leaders rely on AnchorPoint for absolute control over bottom line results.

AnchorPoint is a division of MTS – Mer Telemanagement Solutions Ltd. (NASDAQ: MTSL) (www.mtsint.com), a global provider of Telecom Expense Management (TEM) for comprehensive telecommunication management and Customer Care & Billing (CC&B) solutions. Headquartered in Israel, MTS markets its solutions through wholly owned subsidiaries in the United States, Hong Kong, The Netherlands, and Brazil, as well as through OEM partnerships with NEC, Siemens, Phillips and other vendors. MTS shares are traded on the NASDAQ Capital Market (symbol: MTSL).

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