

Bharti-Airtel Selects envIOWorks™ Platform to Add Social Marketing to its Hello Tunes™ Service

New Application Built on the envIOWorks Platform Drives Ringback Tone Sales for India's Largest Mobile Operator

ANDOVER, MA, September 29, 2008— envIO networks today announced commercial deployment of its envIOWorks platform with Bharti-Airtel, India's leading mobile services provider. The envIOWorks platform is powering Airtel's Hello Tunes Manager™, available via a free download to Airtel's 75-plus million mobile customers.

Hello Tunes Manager builds a social marketplace around Airtel's Hello Tunes ringback tone service. Users can instantly find out what tune they just heard or review a history of recently-heard tunes, and send ratings, comments and requests to their friends. With Hello Tunes Manager, users can search the Hello Tunes catalog to find the latest choices, receive recommendations from their friends or new tune promotions from the envIOWorks platform.

“Our Hello Tunes service lets our subscribers create and experience a personalized calling experience for their friends – their social community” said Sanjay Gupta, Chief Marketing Officer- Mobile Services Bharti Airtel. “Music in its various forms, genres strikes a universal chord with mobile users and envIO's Hello Tunes Manager™ fits in with the vision of recognizing and leveraging the power of innovative mobile content as the right catalyst for social marketing. The service will enrich user experience of Hello Tunes, giving a whole new dimension to the way they engage with near and dear ones. We're seeing this increase both service usage and content consumption.”

envIO and Airtel released the Hello Tunes Manager in a “soft launch” in the second quarter of 2008 and have seen exponential growth in service usage, propelled entirely by the viral effect of social marketing.

“We believe our success at Airtel is an excellent validation of our vision” said Prakash Iyer, Founder and CEO of envIO networks. “Mobile content is inherently social, and mobile users want a social experience around this content. Our platform delivers this – and unleashes the power of social marketing to accelerate discovery and consumption of all types of mobile content.”

About Bharti Airtel Limited:

Bharti Airtel Limited, a group company of Bharti Enterprises, is India's leading integrated telecom services provider with an aggregate of 75 million customers. Bharti Airtel has been rated among the best performing companies in the world in the BusinessWeek IT 100 list 2007.

Bharti Airtel is structured into three strategic business units - Mobile services, Telemedia services and Enterprise services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles. The Telemedia business provides broadband & telephone services in 94 cities and is foraying into the IPTV and DTH segments. The Enterprise business provides end-to-end telecom solutions to corporate customers and national & international long distance services to carriers. All these services are provided under the Airtel brand. Airtel's high-speed optic fibre network currently spans over 78,540 kms covering all the major cities in the country. The company has two international landing stations in Chennai that connects two submarine cable systems - i2i to Singapore and SEA-ME-WE-4 to Europe. For more information, visit www.bhartiairtel.in.

About envIO networks

envIO networks, inc. uses its envIOWorks™ platform to enable social marketing of any type of mobile content through mobile and social networks. Funded by premier venture capital players, [Matrix Partners](#) and [North Bridge Venture Partners](#), envIO is working with top wireless operators and other industry leaders around the world. For more information, see www.envionetworks.com.

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