

## **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*

**DUBLIN, CA – March 24, 2009** – 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 years 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 Howard Stevens, senior vice president International Operations, Sybase 365. “Our goal is to continue to provide a win-win situation for our customers—be they mobile operators or the independent software vendors—by providing value and revenue for all parties. We are excited to be a part of bringing one of the Internet’s most popular services to millions of mobile devices around the world.” beyond text, the next logical areas of focus are multi-media messaging (MMS) and mobile IM services readily deployed on mobile devices worldwide.

Sybase 365 operator customers offering the service include Singapore’s StarHub and Malaysia’s DiGi Telecommunications Sdn Bhd. DiGi recently launched the country’s 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.

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### **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)

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