

Telefónica O2 Czech Republic chooses Critical Path's Phone Back-Up solution to protect subscriber data

Memova® solution keeps O2 Zálaha subscriber contacts safe

Prague, Czech Republic – September 22, 2009 – Critical Path, Inc., a leading provider of messaging software and services, today announced that Telefónica O2 Czech Republic has launched its *Phone Back-Up* solution to protect the contact and calendar data for its O2 Zálaha subscribers.

Part of the Memova suite of applications and services, *Phone Back-Up* enables operators to provide branded services that protect subscriber data by securing mobile contacts and content on the service provider's network. With simple over-the-air setup and operation, there is no need to physically connect to a PC and consumers can tailor the content and timing of back-ups. Content and contacts can be restored quickly and easily by downloading the data from the web or desktop to the mobile handset.

"People invest many hours manually entering contact information and personal content into their mobile phones. If their handset is lost or damaged, the information is often irretrievable," says Bohdan Tetiva, Director for Product Marketing and Public Loyalty programs, Telefónica O2. "Now, with Critical Path's *Phone Back-Up* solution, we are the only Czech operator to offer a service to back up contacts and calendar notes remotely on mobile phones. This will be a key service to drive loyalty and increase customer satisfaction among our subscribers."

Telefónica O2 in the UK and Spain, offer Critical Path's phone back up solution under the "Bluebook" and "Copiagenda" brands in those countries.

"We are pleased to work together with Telefónica O2 Czech Republic and our local partner Ness LOGOS to deliver the *Phone Back-Up* solution to O2 Zálaha customers," says David Longley Vice President, North EMEA and North America, Critical Path. "We believe that operators have a great opportunity to provide assurance services such as this solution from the Memova suite to protect consumers' data and add a valuable service which can generate revenue and increase loyalty. We look forward to continuing to work with Telefónica to provide more value-added services to their subscribers."

The O2 Zálaha phone back-up service is available now for free to those who are registered in the O2 Extra customer program. More information can be found at www.o2extra.cz.

About Telefónica O2 Czech Republic

Telefónica O2 Czech Republic is a major integrated operator in the Czech Republic. It is now operating more than seven million lines, both fixed and mobile, making it one of the world's leading providers of fully converged services. The organization offers the most comprehensive portfolio of voice and data services in this country. It is paying special attention to the exploitation of the growth potential, particularly in the data and Internet sector. Telefónica O2 Czech Republic operates the largest fixed and mobile network including a 3rd generation network, CDMA (for data), and UMTS, enabling voice, data and video transmission. Telefónica O2 Czech Republic is also a notable provider of ICT services.

About Critical Path, Inc.

Critical Path's Memova® suite of applications and services are chosen by leading service providers and enterprises around the world to enable millions of people to communicate, connect, share and organize while providing industry-leading safety and assurance.

With offices around the globe, Critical Path supports companies with their deployments of Memova solutions to drive revenue, boost loyalty, streamline operations and reduce costs. More information is available at www.criticalpath.net.

Note to Editors:

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