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NEWS RELEASE

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Integrated Telecom Solutions Rebrands as Inovar

Barcelona, Spain: Integrated Telecom Solutions, a Dallas, Texas, based mobile solutions company, announces the launch of a new company name and identity. The launch coincides with the company's participation at the Mobile World Congress (MWC) event in Barcelona, Spain where it will have a stand in Hall 1 under the new name and identity.

“Our solutions and market have changed over the fifteen years we have been in business so it is a good time to also change our name and our identity,” said Arshad Syed, CEO of Inovar. “We are excited about these changes but more excited about the opportunities to serve our customers for the next fifteen years.”

To announce the rebranding the following message was sent out to customers and partners.

“When Integrated Telecom Solutions was founded fifteen years ago, the mobile industry was very different. Mobile phones were as big as our name. We used different acronyms too. Remember AMPS, NMT and 2G? Well, the industry has changed. Mobile phones are smaller, customer expectations bigger and new words like IMS, SIP, VoLTE and 4G have become part of our language. As an organization, we too have changed with the industry. And the time is right for a new name and image. Yet, while the market and our solutions portfolio evolve, we will continue to maintain our core values: a passion for creating innovative mobile solutions and a commitment of excellence to our customers. A new name and a new image, but the same great people.”

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Inovar

Inovar, previously Integrated Telecom Solutions, provides solutions for mobile network operators worldwide. Inovar is a telecom solutions company with an innovative and attractive solutions portfolio and an extensive customer base around the globe. Founded in 1996, Inovar offers an unparalleled suite of value-priced voice and data solutions for the global wireless marketplace—solutions that increase revenue, boost network traffic, enhance customer loyalty, and capture and retain high-value customers. Our solutions contribute strategic value to mobile operator networks by providing operators powerful new solutions easily implemented with existing systems.

For detailed information regarding Inovar, and their proven and valuable solutions, visit www.inovar.com, email marketing@inovar.com, or call +1.972.664.0711.