

# NEWS RELEASE

**Contact:**

John Sacke  
Sacke & Associates Inc.  
(416) 493-5723  
[johns@sackepr.com](mailto:johns@sackepr.com)



## **CANADA'S MTS ALLSTREAM SELECTS ETI SOFTWARE'S TV TICKET TO DEPLOY PREPAID VIDEO-ON-DEMAND**

*~ Solution Delivers Prepaid VOD and PPV Content Seamlessly Across MTS's Network~*

**ATLANTA, GA – November 11, 2008** –Enhanced Telecommunications' (d/b/a) ETI Software Solutions, Inc., (ETI) ([www.etisoftware.com](http://www.etisoftware.com)) today announced that MTS Allstream will deploy ETI's TV Ticket to deliver complimentary television content to their subscribers. MTS will use TV Ticket as a way to encourage customers to try its on demand services risk free.

MTS Allstream, Inc. is one of Canada's leading national integrated communication solutions providers. Operating under the MTS brand in the province of Manitoba, the division offers consumers next generation wireless, high-speed Internet, digital television and wireline voice services, as well as home security services".

"As one of Canada's foremost thinking communications services provider, we are continually looking for ways to not only maximize our network investments, but more importantly, to deliver Canada's broadest range of content to our subscribers at affordable prices," said Jon Klassen, Vice President Application Services, MTS Allstream. "TV Ticket now allows us to reward existing customers with a free movie as well as to incent new customers to order video on demand by allowing them to trial our content. It's simple for our customers to order and integrates seamlessly within our on screen TV applications. For our customers, it's as simple as entering an authorization code with the remote control, when confirming the order in their set-top box."

ETI has already deployed its flagship product, Triad at MTS Allstream which makes it cost effective to add TV Ticket onto the existing platform. The Triad application provides a full suite of customer care functionality, including pricing, promotion and sophisticated packaging capabilities, as well as automated flow-through provisioning for MTS Allstream. It also plays a key role in delivering the future of television by helping MTS Allstream deploy connected TV services and new entertainment experiences to their subscribers.

"MTS Allstream continues to be an exceptional customer of ours – in as much as they keep on raising the bar for ETI, so too do we step up to the occasion in delivering the industry's most innovative solutions," said Peter M Pifer, President, ETI. "The power of Triad, coupled with TV Ticket will create new revenue opportunities and operational cost savings for MTS."

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**About Enhanced Telecommunications, Inc. d/b/a ETI Software Solutions ([www.etisoftware.com](http://www.etisoftware.com))**

ETI Software's world-class software products enable telephone, utilities and municipalities to successfully sell, bill and activate telecommunication services. With unparalleled provisioning capabilities, ETI's products instantaneously activate voice, video and data services to any technology over any network topography, including Fiber-to-the-Premise. Founded in 1992, the company is headquartered in Atlanta, Georgia and privately held.