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Xora Debuts Location-Based Mobile Workforce Management Solution in Australia

Launch With Telstra Marks the First International Launch of Xora TimeTrack

MOUNTAIN VIEW, CA and SYDNEY, AUSTRALIA -- (MARKET WIRE) -- 10/24/2006 -- Xora, a leading provider of location-based mobile workforce management solutions, today announced the availability of Xora TimeTrack in Australia on Telstra's new 3G 850 MHz Next G™ network. This marks the first time Xora's location-based service is being offered internationally. Xora TimeTrack is currently used by thousands of businesses in the United States, including many construction and transportation companies, business services providers and public agencies.

"The Australian market represents a significant opportunity for Xora to grow its business outside the U.S.," said Sanjay Shirole, Xora CEO. "Just as we've found in the States, businesses in Australia are hungry for solutions that help them improve the productivity of field operations. Too many businesses still rely on inefficient paper-based processes for managing mobile workers. Xora and Telstra can address this problem with a wireless solution for Australian businesses that increases productivity, lowers costs and enables the delivery of superior customer service."

"One of Telstra's major strengths is its mobile 3G Next G™ network infrastructure, which offers unparalleled speeds and coverage for individuals and businesses across Australia," said David Thodey, Group Managing Director, Telstra Enterprise and Government at Telstra. "Recently we've seen increased interest among business customers for data solutions, especially around location-based services, reflecting a steady change in mobile usage behavior. Xora TimeTrack is one of the first data applications to leverage Telstra's cutting-edge location-based services infrastructure."

Running the Xora TimeTrack application on a supported Telstra Next G™ handset allows companies to track employee time sheets, job activity and physical location in near real-time. Mobile workers use Xora TimeTrack to indicate when they are starting or stopping their shifts and/or jobs on a Telstra handset, at which time the information is time and location stamped by Xora via the Telstra Next G™ network. Mobile workers can also use the TimeTrack application to record job-specific data.

Back in the office, supervisors or managers can view this information through detailed maps and powerful reports available on the Xora TimeTrack web interface. The reports are used for payroll, job costing and customer billing; while the maps show where a worker is now or where they have been in the past. Companies use this information to ensure that workers are being paid accurately and customers are being billed appropriately. Real-time visibility into field operations helps companies make better business decisions and provide superior customer service.

Xora TimeTrack is available now to Telstra customers. More information can be found at:

www.xora.com.au

About Xora

Xora is a leading provider of location-based mobile workforce management solutions that allow customers to realize improved productivity, reduce the cost of field operations and provide better customer service. Founded in 1999, Xora has raised more than \$13 million in venture capital and is privately funded; the lead investor is Dawntreader Ventures. Xora partners include Telstra, Sprint, Motorola, Sun, Oracle, and RIM.

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