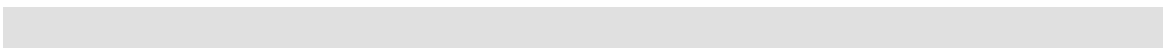




**PR GUIDELINES
for GMI 2008 PARTICIPANTS**



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The following are guidelines for all GMI 2008 participants and sponsors. GMI 2008 participants and sponsors are encouraged to support and promote the event and their participation via their own marketing and public relations initiatives.

II. CONTACT LIST

PR Contact

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III. PURPOSE OF EVENT

The purpose of GMI 2008 is to provide an opportunity for vendors to show their customers how their solutions operate, interoperate, and meet the challenges they face everyday. GMI 2008 offers carriers the third-party validation that they need in order to purchase products, confident that the products they buy will meet the interoperability standards set forth by the global standards that are the basis for MSF Implementation Agreements.

From a technical perspective, GMI 2008 will demonstrate multi-vendor interoperability for emerging next-generation architectures that deliver converged services across wireless and wireline access networks, from traditional voice services to emerging broadband technologies such as WiMAX. Building on previous GMI Events in 2002, 2004, and 2006, GMI 2008 will provide an opportunity for equipment vendors to validate key service concepts that leverage an IMS/NGN infrastructure.

IV. METHODS OF COMMUNICATION

Information, announcements and discussions about marketing and PR for GMI 2008 will be primarily conducted via mailer, msf-gmimarketing@msforum.org. Conference calls and meetings will be scheduled as needed and announced via the mailer. Each participating company must provide at least one marketing/pr contact person.

Instructions to subscribe to the GMI Marketing Mailer:

MSF MEMBERS:

- Go to <http://www.msforum.org/login>
- Click on the "Lists" tab at the top of the page.
- Your Current Subscriptions are listed on the left hand side of the page.
- If you are not already subscribed to the GMI marketing list, simply locate msf-gmimarketing@msforum.org on the right hand side of the page under "Available to Subscribe" and click on "Subscribe". You will be automatically added to the mailer.

IF YOU ARE NOT A MEMBER OF MSF:

Please send an email to jfitzpatrick@msforum.org and request a subscription to msf-gmimarketing@msforum.org

If you have any issues accessing ARO or subscribing to the mailer, please contact Julianne Fitzpatrick at jfitzpatrick@msforum.org.

V. LOGO & USAGE

GMI 2008 Logo

The GMI 2008 logo can be downloaded from the GMI 2008 webpage, www.gmi2008.com. Participants who have submitted a signed contract and NDA are encouraged to post the GMI logo on their website linking to the GMI page on the MSF website.

Logo Usage:

The GMI logo consists of the corporate MSF Logo combined with the type "Global MSF Interoperability 2008 ". These elements shall not be revised or rearranged in any way. This includes using the corporate insignia without type, adding figures or letters to the insignia, removing and rearranging type or insignia, placing the logo within any other figure or using it as a part of any other graphic. MSF's insignia should not be used without the type "Global MSF Interoperability 2008".

All companies participating in GMI 2008 are encouraged to imprint or affix the GMI 2008 logo on documents and collateral related to GMI 2008. A participating organization is recognized as such when the MSF Secretariat confirmed receipt of a signed contract and non-disclosure agreement.

VI. MEDIA OUTREACH

A. Press Announcement Timeline

November 2007	Press Release "Initial Plans Announced for GMI 2008"
February 2008	Press Release "Leading Carriers Sign up for GMI2008"
June 2008	Press Release "ATIS/MSF Partnership Puts IPTV Standards to the Test"
July 2008	No release scheduled
August 2008	No release scheduled
September 2008	Press Release Announcing Additional Participants, Technical Focus of GMI
October 2008	Press Day at BT scheduled October 27, 2008. Press Day at Verizon scheduled October 29, 2008.
November 2008	None
December 2008	GMI 2008 Results Announced via Web Conference

B. Press Announcement Guidelines for Participants *PRIOR* to GMI 2008

Press announcements related to GMI 2008 issued by Participants must follow the guidelines specified below:

- Information contained in the participant's press release must abide by the terms of the GMI 2008 Non-Disclosure Agreement.
- All press releases must be approved by the MSF Marketing Program Manager prior to their releases. Approval requires a minimum of 48 hours.
- The content of press announcements should be limited to information about the following: Participant's involvement, company information, information about their company's product(s) used in the test and may include information and/or quotes provided by MSF for use by all Participants.
- Participants may not discuss, or refer to in any way, to another Participant without written express permission/approval from the other GMI participants.
- No individual quotes will be provided to any individual Participant from MSF, per the MSF Press Policy.
- Participants must include the GMI 2008 boilerplate in their release(s) to the media. Participants may also include the MSF boilerplate in their release if they choose to do so.

C. Press Release Guidelines *AFTER* GMI 2008

Press announcements issued by Participants after GMI 2008 must follow the guidelines as stated above AND:

- Participants may only issue press announcements about their successful participation in GMI 2008 **AFTER 6:00 am ET, October 30, 2008.**
- Participants announcing "results" as defined in the GMI 2008 NDA (See Section 7, GMI 2008 Non Disclosure Agreement, see below) may only do so **AFTER 6:00 am ET on December 11, 2008.**

Section 7, GMI 2008 Non Disclosure Agreement:

Participant may advertise market or promote its products in reference to the GMI demonstration and/or testing activities within the following parameters: a) Participant may describe their equipment deployed during the test event e.g., features, functions, size, power consumption, etc. Under no circumstances can cost or price be mentioned; b) Participant may state that they “successfully participated at the event” and that they “successfully participated in a specific test case (s)”. No single vendor’s specific test results may be mentioned nor should any vendor state that they have “passed” the testing; c) Participant may issue their own press releases, which may contain information on who they are partnering with at the event as long as they obtain express written approval from their partner (s). Participant also may provide individual quotes for their own press releases. All press releases must be approved by the MSF Marketing Project Manager prior to their release. MSF shall issue press releases for the Demonstration at its own discretion. Participant agrees that press releases issued by MSF may indicate Participant participated in the Demonstration. Any press releases issued by Participant in reference to GMI2006 will follow guidelines specified by MSF. Participants agree to be listed in all materials related to the event including press releases and collateral without specific notification.

D. Press Days

Press events are scheduled as follows:

- October 27, 2008 BT Centre, Central London
- October 29, 2008 Verizon Lab, Waltham MA

Each host site is responsible for organizing the press event in cooperation with the MAE and MSF's PR Representative.

Participants may send no more than two (2) Marketing/PR representatives to meet informally with members of the industry press.

E. MSF and GMI Boiler Plates

About the MSF

The MultiService Forum is a global association of service providers and system suppliers committed to developing and promoting open architecture, multiservice networks. Founded in 1998, the MSF is an open membership organization comprised of the world's leading telecommunications companies. The MSF's activities include developing Implementation Agreements, promoting worldwide compatibility and interoperability, and encouraging input to appropriate national and international standards bodies. For more information about the MSF and its members, visit the MSF web site at <http://www.msforum.org/>.

About GMI 2008

GMI 2008 – the Global MSF Interoperability event – will link major carrier, government, and academic labs on three continents in a major demonstration of multi-vendor interoperability between a significant number of NGN elements supporting Implementation Agreements developed in support of the MSF Release 4 Architecture and practical deployment scenarios of interest to major carriers. GMI 2008 will be held from October 20-31, 2008. <http://www.msforum.org/interoperability/GMI.shtml>