

BROADJUMP ANNOUNCES EUROPEAN EXPANSION

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Broadband Software Company Opens UK Office To Meet Increasing European Demand

April 30, 2002 – BroadJump, Inc., the leader in broadband software, today announced the opening of its first European office in Uxbridge, Middlesex. BroadJump's UK office will serve as the nucleus of its European operations, focused on servicing the increased demand from European broadband service providers for BroadJump's solutions. BroadJump can now better extend its solutions and help service providers in Europe meet consumers' exploding demand for broadband.

"I wanted to join a company in an explosive growth market. BroadJump is uniquely positioned to be a major player in the development of Broadband Britain and I'm delighted to be on the team," said BroadJump's new director of sales for EMEA, Phil Summons. "BroadJump has had phenomenal success in North America where our customers represent 70 percent of the broadband market. We're excited to be working with one of the leading broadband service providers in the UK, NTL, to help increase broadband availability to British consumers and make their experience with broadband a positive one."

Phil brings a wealth of experience to BroadJump, having worked for the inventors of WAP, Openwave Systems Inc, where he was the sales director responsible for the France Telecom Group and NTL. Phil also held top sales positions at Oracle where his management of Vodafone, Vizzavi, and AT&T helped him to qualify him for 5 quota club trips, and at Nixdorf in its glory days in the late '80s.

In just under three years, BroadJump has established relationships with the industry's leading service providers, whose combined subscriber base account for more than 70 percent of the North American broadband market. BroadJump recently embarked on a global initiative to deploy its solutions to service providers in Europe, Asia-Pacific and Latin America. BroadJump's software is currently in use by the top service providers in the U.S., Canada and the U.K. among other international markets.

About BroadJump

BroadJump, Inc. (<http://www.broadjump.com>) creates software that accelerates the profitability of broadband networks by enabling new business models. By automating the interaction between service providers, content providers and subscribers at essential points in the consumer lifecycle, BroadJump's solutions enable the delivery of revenue-generating content, applications and services over broadband, while reducing costs associated with deploying those services.

BroadJump's U.S. customer list includes such market leaders as Adelphia Communications, BellSouth Corporation, Charter Communications, Cox Communications, Road Runner, SBC Communications, Sprint and Time Warner Cable. International service providers that use BroadJump's solutions include Aliant Telecom, Bell Canada, Manitoba Telecom Services Inc., NTL and TELUS. BroadJump is headquartered in Austin, Texas with 10 offices located throughout the world.

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