



For Immediate Release

Regional Wireless Carrier Chooses eLation OSS/BSS Solution from Innovative Systems

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Mitchell, SD –Bluegrass Cellular has purchased and implemented the integrated eLation OSS/BSS suite of software applications from Innovative Systems.

The new system will enable Bluegrass Cellular to increase efficiency by automating processes, improving data integrity and reducing operating costs.

“With eLation we have a single vendor that integrates our billing services and streamlines the customer experience in our retail stores,” said Mark Boright, Chief Financial Officer, Bluegrass Cellular. “We appreciate how flexible Innovative Systems has been through the conversion, the launch of a new handset platform and our network evolution to 4G.”

Bluegrass Cellular implemented the new system this spring.

“Innovative Systems was an obvious partner for us because the company has a long history of serving the telecom industry,” said Boright. “As we move forward, the thought of having our OSS/BSS system and essential APMAX voice services from one company is important to us and has benefits to our partners and our customers.”

“We are very happy to be working with Bluegrass Cellular. They are a very progressive company and they have a very professional staff,” said Roger Musick, CEO of Innovative Systems. “We are looking forward to a long and mutually beneficial relationship between our companies.”

With more than 1,200 systems in service throughout North America, Innovative Systems is one of the leading suppliers of telecommunications hardware and software for the Independent Telco Market.

About Bluegrass Cellular

Headquartered in Elizabethtown, Ky., Bluegrass Cellular has been operating in Kentucky for over 19 years with 21 company owned retail locations and over 30 authorized agent locations. A pioneer in the wireless field in the state’s rural areas, Bluegrass was the first to offer digital cellular service to Central Kentucky in 1998. Visit their website: www.bluegrasscellular.com

About Innovative Systems

Innovative Systems offers eLation, a fully integrated OSS solution for Wireline, Wireless, CATV, IPTV, Internet, and Security which includes billing, provisioning, financials and staking and mapping applications and the APMAX™ IMS Application Server, the only platform in the industry that delivers enhanced voice services and IPTV video solutions. With over 1,200 systems in service throughout North America, Innovative Systems is one of the leading suppliers of telecommunications hardware and software for the Independent Telco Market. For more information, please contact the Innovative Systems Corporate Office at 605-995-6120 or visit: www.innovsys.com

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