



Press Release

May 4, 2009

Optiway Closes Preferred Share Offering to Fund Market Expansion of its Successful In-Building Wireless Solutions

Ofer Reviv, former ECI Telecom executive, joins as CEO, bringing years of sales and marketing expertise to the company

Rosh Ha-Ayin, Israel – Optiway Integrated Solutions Inc. [Optiway], an innovative provider of In-building broadband cellular coverage systems, announced today the closing of an internal financing round led by Targetech, a leading innovation center and private equity group and one of the company's initial seed investors.

The funds will allow Optiway to extend its AllAccess™ product line offering and to fuel its sales and marketing growth internationally in the fast growing in-building broadband wireless coverage market. Optiway products have already been extensively deployed by all four Israeli cellular carriers in many key hi-rise buildings, industrial parks, hospitals, shopping malls, and campuses throughout Israel. The company has also initiated international expansion with sales in South America.

“As new devices and technologies drive mobile broadband, demand for near-ubiquitous wireless coverage is on the rise,” notes Peter Jarich, Research Director with Current Analysis. “And, as enterprises – both public and private – look to improve wireless coverage, the demand for multi-technology, multi-operator in-building solutions is on the rise. With a solution that can be simultaneously shared by multiple operators, Optiway addresses these demands.”

Dr. Abraham Meidan, Targetech's Chairman noted: “The investment of Targetech's partners in Optiway follows our commitment to companies that got their head-start at our innovation center in Israel, after their incubation period. This funding and management leadership change will further enhance Optiway's ability to establish a meaningful footprint in the exciting in-building market.”

The financing coincides with the appointment of Mr. Ofer Reviv as Chief Executive Officer, replacing Mr. Luca Bercovici, Optiway's Founder, who has been appointed as the company President.

Mr. Reviv, a former ECI Telecom executive who led ECI's Broadband Access business for many years, commented: “I am pleased to join the Optiway team at this critical point in its growth. Optiway is well positioned to address the challenges posed by the current market environment and access its estimated multi-billion dollar addressable market. By deploying Optiway AllAccess™ solutions, cellular service providers worldwide are able to create comprehensive in-building coverage and capacity ensuring quality of service and increased profitability.”

About Optiway

Optiway Ltd., founded in 2004 successfully introduced optical multi-service solutions for in-buildings wireless communications, based on its unique patented optical technology, OTDMLL.

Optiway addresses the increasing needs of wireless service providers for comprehensive in-building cellular and wireless coverage. Optiway's products enable multi-service solutions, supporting multiple cellular service providers, each using technologies over various frequency



bands, utilizing a single optical path - thus providing superior optical solutions at prices competitive with today's RF active solutions.

For more information, please contact:

Tatiana Shchertsovsky
Optiway Integrated Solutions
Tatiana@optiway.co.il
+97239031256
www.optiway.co.il

About Targetech

Targetech innovation center is a privatized technological Incubator, operating within the Israeli Chief Scientist High-Tech Incubators Program. Targetech is owned and managed by a group of well-known investors from the USA and Israel. The incubator invests in various fields such as: medical devices, IT and communication.

For more information, please contact:

Mr. Azriel Kadim, Targetech's CEO
Azriel@targetech.co.il
+97298851116
www.targetech.co.il