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15 July 2010
Companies Announcement Office
Australian Stock Exchange Limited
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Western Australian Education Department extends contract for supply of MGM SMS/Text Student Truancy system

Australian School SMS communication and attendance systems leader MGM Wireless is pleased to announce today that the Western Australian Education Department has extended its contract for the use of MGM SMS Student Attendance improvement solution for a further 12 months. This is the second yearly extension to the original 2 year contract entered into in 2007.

In Australia, MGM invented and pioneered the use of SMS communication technology as part of an overall solution which has been demonstrated to be highly effective towards improving student attendance, welfare and safety.

The company has three major contracts in place directly with Government Education Departments. In 2007, after a worldwide search, the MGM system was adopted by the Western Australian Department of Education for all government schools. In 2009, the Sydney Region of NSW Education followed and last month, the company announced that the New Zealand Government had selected MGM as one of three preferred suppliers in a \$A 1.1mill grant program to enable any NZ secondary school that meets straightforward eligibility criteria, to install and use MGM attendance systems for 12 months at no cost to the school. In the first 4 weeks of the program, 15 New Zealand schools have already signed up with MGM.

The company also has a small number of USA schools using its systems, which the company plans to grow later this year with the introduction of new mobile phone micro billing technology that the company has been developing for the past 12 months. In Australia, the MGM system is widely used in a large number of Australian Independent, Catholic and Government schools that have individually directly purchased from MGM.

“The MGM software is a highly effective, proven solution that helps schools engage parents by improving and aiding communication between caregivers, schools and students enabling schools to improve attendance. This, in turn has been shown to lead to better education outcomes,” MGM CEO Mr Fortunatow said. “Furthermore, MGM Wireless is delighted with this decision by the WA Education Department, and we look forward to continuing to work closely with the Department in providing socially sustainable important outcomes,” MGM CEO Mr Fortunatow said.

Chris Peirce
Company Secretary

About MGM Wireless Ltd and Messageyou™, LLC

MGM Wireless Ltd is a public company listed with a market capitalisation of A\$1.8m listed on the Australian Securities Exchange (ASX code: MWR). The company trades as Messageyou™, LLC in the United States, with its head office in Silicon Valley at Sunnyvale, Cal. The company's patented School Attendance Management solutions empower schools to effectively communicate to parents and caregivers using SMS text messaging in combination with culturally sensitive communication to improve attendance, student welfare and safety. MGM Wireless is recognized in Australia and internationally as pioneers and market leaders. MGM's professional services team delivers an integrated suite of software and communications using its own infrastructure. The solutions enable schools to reduce costs, increase productivity, discharge their duty of care, engage parent involvement, and ultimately improve student learning and social outcomes. Schools in Australia, New Zealand and America use messageyou™ software in their day to day operations.

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