

21st February, 2008

MGM partners with Asthma Foundation of SA to improve the quality of life for South Australians

191ASK to deliver daily pollen count through SMS alerts

MGM Wireless, the South Australian-based school communications solutions group, is pleased to announce the signing of a content agreement with the Asthma Foundation of SA. This will enable 191ASK - School News Channel to deliver the daily pollen count to over 300,000 students, parents and Asthma sufferers via SMS.

Within school communities, asthma related conditions affect one in six students causing breathing difficulties, which can be triggered by high pollen levels. Sometimes, these can be life threatening, and can cause much anxiety and stress to the sufferer, other students and teachers.

The agreement which at this stage covers South Australia only is expected to be extended nationally later this year. The financial arrangements are a revenue share by both MGM and the Asthma Foundation – which is based on consumer usage.

“This agreement is the first of a number of similar content agreements we plan on signing for School News Channel,” said Mr Mark Fortunatow. “We see School News Channel and the ‘191ASK’ service developing into a very valuable, mobile on-demand source of all type of school, student and parent information. Significantly, with this agreement, we see the service, branded as 191ASK, for the first time extending beyond school communities.”

“The key to managing hayfever or asthma, triggered by pollen, is to reduce exposure”, said Max Franchitto, President of Asthma Foundation of SA. “This is a valuable and innovative service. Now parents will be able to access the daily pollen count, anytime, anywhere from their mobile phones. This will make it easier to plan activities and reduce exposure, leading to improvement in quality of life”.

Using 191ASK - School News Channel, students and parents are able to, on demand, check from their mobile phone the daily forecasted pollen count by simply texting ‘*PCSA’ to 191ASK (191275). People will also be able to subscribe to the service and receive automatic daily alerts by texting ‘*SUBS PCSA’. There is a nominal fee to users of 55 cents for each received message.

191ASK - School News Channel is the latest communication solution that empowers parents with on-demand information from schools using SMS mobile phone technology. “Today, parents want to know by text message much more than whether their children didn’t arrive at school. Information like school events, sport venues, team fixtures, and assignment due dates are what parents are really demanding 24/7” said MGM Wireless chief executive, Mr Mark Fortunatow.

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School News Channel™ is the first solution to empower parents with on-demand information from schools using SMS mobile phone technology. Using the simple mobile phone text service, parents can interact with school databases and find answers to immediate and pressing questions – things like “where is my child playing sport today?”, or “what homework assignments are due?” The kind of questions parents ask schools every day. Just by texting 191ASK (191275), parents and students themselves can access information that saves time and answers important questions about school life.*

School News Channel is the first major innovation in school-home communication since MGM became the first company in the world to introduce text messaging for student attendance management and crisis alerts in 2003.

**Australian Innovation Patent 2007100840*

About MGM Wireless Ltd and Messageyou, LLC

MGM Wireless is the market leader in Australia with approximately 373 schools using messageyou™, with a further 800 Western Australian Government Schools are contracted to implement messageyou through the Western Australian Whole of State Government contract.

MGM Wireless Ltd is a public company with a market capitalisation of A\$18m listed on the Australian Stock 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, America and India use Messageyou software in their day to day operations.

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