



**News Release
FOR IMMEDIATE RELEASE**

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ForgetMeNot Software announces partnership with YuuZoo Asia

*Partnership will see ForgetMeNot Software's Message Optimiser
distributed to mobile carriers in Asia*

Singapore, 10 June 2009 - ForgetMeNot Software, an Asia-based specialist in unified messaging for telecommunications operators, today announced its partnership with YuuZoo, a global mobile content, media and advertising company, to distribute its Unified Messaging Message Optimiser platform in Asia with an initial focus in Malaysia and Thailand.

"We are very pleased to announce our partnership with YuuZoo. A focus for ForgetMeNot Software is to work with strong regional distributors who understand the local market and have relationships with the key players. With a strong local presence and key contacts throughout Asia, YuuZoo supports our growth strategy in this region," comments Andrew Smyth, Director, Asia, ForgetMeNot Software.

Message Optimiser (MO) allows carriers to immediately provide cost-effective comprehensive unified messaging services, or eTXT (email, instant messaging (IM) and SMS) without the end user requiring any Internet access, device upgrades, or application downloads. This opens up a range of services previously inaccessible to many customers including mobile banking, mobile educational services, commercial market alerts such as commodities pricing and Government notifications for emergencies.

ForgetMeNot Software's MO can be implemented within a matter of weeks, giving carriers the ability to quickly enjoy additional revenue streams, monetising channels previously unavailable to them, and offering a unique differentiator point; an array of value-added messaging services to their entire customer base.



With access to over 800 million potential customers via partnerships with over 65 leading wireless carriers and portals in Asia, YuuZoo will provide ForgetMeNot Software with extensive market reach and accessibility for implementing MO across the region, with an initial focus on Malaysia and Thailand.

“We are very excited to work with ForgetMeNot Software and offer their innovative Message Optimiser technology to billions of end-users in Asia. With Asia representing such a diverse market of mobile phone users, this transformational messaging technology will open up new opportunities for carriers across the region. Offering email and IM on every mobile phone in use today is a very attractive technology, particularly for the many users across Asia who can’t afford smartphones,” said Thomas Zilliacus, CEO and Chairman, YuuZoo.

“Message Optimiser addresses 100% of the mobile phone market which is currently over 4 billion people. With a strong focus on people who don’t have access to or can’t afford the high-end smartphones, ForgetMeNot is seeing excellent results with mobile carriers in Africa. As we expand into the Asia market we are looking to replicate this success through our new partnership with YuuZoo,” concluded Andrew Smyth.

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For more information:

Paul Roberts, co-founder of ForgetMeNot Software talks about Message Optimiser [here](#) (<http://www.bondi.com/public/audio/fmn1.mp3>) and [here](#) (<http://www.bond-i.com/messageoptimiser/>).

About ForgetMeNot Software

ForgetMeNot Software Ltd. is a "software as a service" (SaaS) company specialising in Unified Messaging that supports seamless interoperability between SMS, Email and Instant Messaging clients for telecommunications operators. The core product is Message Optimiser which allows telecom operators to immediately provide cost effective comprehensive unified messaging services to all of their customers without any upgrades to the device or any need for downloading new applications onto the device. This opens up a range of previously inaccessible services to many of their customers including 2-way email and 2-way instant messaging communication capability, mobile banking, mobile educational services, commercial market alerts such as commodities pricing and Government notifications for emergencies, without the need for a PC or internet connection. ForgetMeNot Software Limited, based in Hong Kong with operations in Middle East, Los Angeles and London. For more information visit www.fmsoft.com.



About YuuZoo

YuuZoo in early 2007 acquired the assets of Asia's largest mobile media distributor. The company had over the last 5 years built a pan-Asian network with access to over 800 million potential customers, in partnership with over 65 leading wireless carriers and portals in 16 Asian countries.

Since the acquisition, YuuZoo has expanded the network to include access to more than 200 leading wireless carriers, portals and wireless phone manufacturers in app 50 countries across the globe, enabling a reach to more than half of the world's 3 billion mobile subscribers. The upstream media network includes hundreds of leading wireless content developers and owners giving YuuZoo one of the world's largest content countries. libraries designed specifically for mobile phone use, with many of our key partnerships being exclusive.

YuuZoo Corporation is a Singapore-registered corporation, where also its Asia-Pacific head office and its technology team are located. The company has a US subsidiary, covering the Americas, operating out of New York, and a subsidiary covering Europe, Middle East and Africa operating out of Finland. For more information visit www.yuuzoo.com