



ForgetMeNot Africa nominated for AfricaCom Awards 2011

ForgetMeNot Africa has been nominated in the Best New Service category at this year's prestigious AfricaCom Awards.

Africa's premier telecoms award gala has shortlisted ForgetMeNot Africa for the deployment of its Message Optimiser technology with Econet Wireless Zimbabwe's eTXT service, which provides Facebook, email and online chat access via SMS to all of Econet's 5 million subscribers.

The Message Optimiser technology has been implemented by six operators in five countries across east, west, southern and central Africa, giving 47.5 million people access to Facebook via SMS in February 2011, in addition to email and online chat.

Message Optimiser bypasses the need for fixed telephone line Internet access, PCs, expensive subscriptions, smartphones, Java downloads and data connections to provide email, online chat, instant messaging and social networking to even the most rural communities in Africa. It transforms even the most basic SMS-enabled device into a virtual smartphone.

Jeremy George, Chief Operating Officer for ForgetMeNot Africa, said: "ForgetMeNot Africa's nomination for the AfricaCom Awards is a sign of our continued progress in bridging the digital divide in Africa and our goal of providing internet messaging on every mobile phone on the continent. In the past year our technology has enabled access to Facebook, in addition to email and online chat, for more than 47.5 million people in east, west, central and southern Africa, with further expansion planned in the next 12 months."

The AfricaCom Awards – now in its 4th year – is supported by Orange, Gateway Communications and ComViva. The ceremony, which recognises and rewards excellence in the African telecommunications market, will be held at the Waterfront Lookout, in Cape Town, South Africa on 9th November 2011. For more information visit: <http://www.africomawards.com/>

For more information on ForgetMeNot Africa call +44 207 408 4730 or visit www.fmnafrica.com

– ends –

Notes To Editors

About ForgetMeNot Africa

ForgetMeNot Africa is a software as a service company specialising in providing unified messaging services for Network Operators that includes seamless interoperability between SMS, Social Networks such as Facebook, email and Instant Messaging clients. ForgetMeNot Africa's Message Optimiser allows telecom operators to immediately provide cost-effective comprehensive unified messaging services to all of their customers without any upgrades or any need to download new applications onto the



Internet messaging on every mobile

device, opening up a range of formerly inaccessible services to their subscribers. ForgetMeNot Africa's technology has been implemented by 5 mobile operators in four countries (with more deployments underway) to provide access to Facebook, email and online chat to 47.5 million people across east, west, southern and central Africa.