

NEWS RELEASE

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Facebook updates and chat enabled on Africans' basic mobile phones

Unique unified messaging system integrates social networking, email and online chat on SMS-enabled handsets

Millions of Africans can access Facebook updates, news and chat using the first two-way SMS Facebook Chat service via any basic mobile phone. The new service launched by ForgetMeNot Africa is revolutionising communications on the continent by unifying two-way email, online chat and social networking without the need for an Internet connection.

Facebook is in huge demand across Africa, but a lack of fixed line internet and the high cost of smartphones limit access to the social networking site. In 2010 only 1.7 per cent of the continent's one billion people used Facebook, according to Internet World Stats.

ForgetMeNot Africa has incorporated Facebook into its unique Message Optimiser technology. Message Optimiser converts Facebook actions and Facebook Chat messages, as well as emails and online chat messages, into SMS format, and vice-versa. This enables millions of people across east, west, southern and central Africa access to the world's most popular social network.

People across the continent can now access Facebook Chat, update their profiles, 'like' their friends' statuses and comment on threads, as well as exchanging email and online chat messages, from one platform, without needing an Internet connection, smartphones, device upgrades or product downloads. The two-way Facebook communication enabled by ForgetMeNot Africa pushes comments and news posts on the user's Facebook wall and news feed through to their mobile phone via SMS, and simply enables them to reply back in the same way.

Currently yu, the mobile brand of Kenya's third largest telecoms network Essar Telecom Kenya, is using ForgetMeNot Africa's technology to enable its entire 1.6 million subscriber base access to Facebook, mobile email and popular online chat services such as Windows Live, Yahoo! and Gtalk. Further mobile phone networks using ForgetMeNot Africa's technology in countries across east, west, southern and central Africa are expected to upgrade their unified messaging service to incorporate Facebook in the coming months.

Jeremy George, Chief Operating Officer for ForgetMeNot Africa, said: "This service unifying Facebook with email and online chat is a first for the industry, enabling millions of Africans to easily keep in touch with all their friends and family at home and all over the world. For the first time we are giving millions of Africans access to Facebook Chat services via SMS, which otherwise would be unavailable to them due to a severe lack of internet connectivity. For the vast majority of African people, basic first generation mobile phones may be the only way they will ever access social networking sites."

"yu is leading this African social networking revolution by providing convenient access on standard mobile phones, without the need for expensive handsets or data plans. We expect more mobile phone operators to be attracted to the value added

service of offering their customers email, online chat and social networking all from one platform.”

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Notes To Editors

Figures were sourced from Internet World Stats (www.internetworldstats.com)

For further editorial information, images or to arrange interviews please contact fmn@pwkpr.com or call +44 20 7609 1900

About ForgetMeNot Africa

ForgetMeNot Africa 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. For more information call +44 207 408 4730 or visit www.fmnafrica.com ForgetMeNot Africa is distributed by Rapid Communications in Africa.

About Essar Telecom Kenya Limited:

Essar Telecom Kenya Limited (ETKL) is a unit of India based Essar Group. ETKL launched a mobile service network under the brand "yu" in November 2008 in Kenya. It has built the best network using the latest equipment ensuring clarity and reliability. ETKL's tariff offer is not only simple but the lowest in the market, ensuring that communication is also affordable to the people at the bottom of the pyramid. With a focus on being the best sales and distribution company in Kenya, ETKL has continued to work diligently towards claiming its place in the mobile telephony market by successfully unveiling exciting packages targeting various market segments. In this new wave of technology, ETKL has formed various key partnerships and believes in creating enduring relationships with business associates. This has seen ETKL forming coalitions with companies that are experts in their fields in order to ensure excellent service delivery.

ETKL's service offering includes Voice, SMS, Mobile Data, Mobile Money Transfer (yuCash), Electronic Mobile top-up (Eneza), Caller Ring Back Tones (Dunda), MMS and International dialing with much more in the pipeline.

For more information visit www.yu.co.ke