

NEWS RELEASE

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ForgetMeNot Africa triumphs at prestigious Meffys and 160 Characters awards

Leading industry awards honour ForgetMeNot Africa's Message Optimiser technology

ForgetMeNot Africa has triumphed at the prestigious Meffys Awards, picking up the title of Best Innovation in a Mobile First Market for its innovative Message Optimiser technology. The Meffys success comes just two weeks after the company collected the coveted Innovation in Messaging award, also for its Message Optimiser system, at 160 Characters' Mobile Messaging Awards.

ForgetMeNot Africa joined the likes of Coca Cola, Blackberry and Apple in picking up major awards at the Meffys, the official benchmark for measuring success in the mobile industry, hosted by TV personality Ruby Wax on Wednesday, July 7.

Meffys judges rewarded ForgetMeNot Africa for its innovation in providing services to consumers who use mobile as their first and primary point of access to the Internet. Judges also recognised ForgetMeNot Africa's provision of a quality consumer experience, success in leveraging local markets and for providing a sustainable business model.

MEF's Executive Director, Rimma Perelmuter, said: "Congratulations to ForgetMeNot Africa for bridging the digital divide globally within mobile first nations around the globe by transforming feature phones into smart ones."

Message Optimiser has enabled access to Facebook, as well as email and online chat, to more than 47 million people across east, west, central and southern Africa in the last 12 months. The system bypasses the need for fixed telephone line Internet access, PCs, expensive subscriptions, 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-capable mobile phone into a virtual smartphone.

Jeremy George, Chief Operating Officer for ForgetMeNot Africa, said: "These prestigious awards pay tribute to ForgetMeNot Africa's substantial efforts in providing accessible and convenient internet messaging in Africa. More than 47.5 million people across Africa, many of whom have never previously been able to access the Internet, can now keep in touch with friends and family all over the world on their basic, first generation mobile phones because of our technology. Building on this success, our goal remains to provide email, online chat and social networking on every mobile phone on the continent."

Award winners can be seen in full at: <http://www.meffys.com> and <http://www.160characters.org/news.php?action=view&nid=3053>

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Notes to Editors:

For further editorial information, images or to arrange interviews email 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