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Kenya's yu enhances data offering with new mobile chat and email service

Entire yu subscriber base can now send and receive email and online chat messages on standard mobile phones.

Kenyan mobile phone service yu is improving its data offering by launching mobile chat and email for its first generation handset users.

yu, the mobile brand of Kenya's third largest telecoms network Essar Telecom Kenya, is exploiting ForgetMeNot Africa's Handset Initiation (HI) technology to enable its entire 1.6 million subscriber base to access email and online chat on standard SMS-capable mobile phones.

The new service, branded Peperusha, has been launched with ForgetMeNot Africa and its local partner Rapid Communications to give yu a competitive edge over its rivals in the rapidly growing Kenyan telecoms market. It will drive SMS traffic and attract customers from rival networks, while allowing yu to generate more revenue from mobile email, chat services and social networking integration.

Peperusha requires no smartphones, Internet connections, device upgrades or application downloads for users to send and receive email and online chat messages to friends and family at home and abroad.

It is particularly attractive to the technically-literate youth of Kenya, who are already very familiar with email and chat. Peperusha incorporates popular chat services such as MSN Messenger, Yahoo!, Windows Live and Gtalk so that users can send and receive messages and invitations globally.

Jeremy George, Chief Operating Officer for ForgetMeNot Africa, a specialist in unified messaging systems for telecommunications operators, said: "Peperusha is a significant advantage to yu in attracting new customers and reducing churn in the busy, ever-growing Kenyan telecoms market. Essar Telecom is giving its subscribers a bridge over the digital divide by providing affordable access to chat and email services on standard mobile phones, without the need for data plans or expensive handsets.

"Our cloud computing approach turns basic handsets into virtual messaging smartphones and potentially gives millions of Africans access to internet messaging which otherwise, for both economic and technical reasons, would be unavailable to them."

Atul Chaturvedi, Country Manager of Essar Telecom Kenya, said, "yu is giving its subscribers the best mobile phone services possible. ForgetMeNot Africa's technology is another addition to our product portfolio, enabling our customers to exchange email and online chat messages with friends and family both in Kenya and abroad. The high price of internet-ready phones has restricted many Kenyans from being able to access the Internet, but we can now provide online messaging services at significantly lower cost via SMS. We believe the Peperusha service will help to cement our position as the most innovative and value for money operator in the Kenyan telecoms market."

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Notes To Editors

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

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

About Rapid Communications:

Rapid Communications Ltd is a Kenyan telecommunications network solutions provider. It is committed to offering the most innovative and economic Telecom network solutions and services to customers. With the depth of knowledge through joint venture partners and strategic technology partners it offers quality network products and services. Rapid Communications believes companies rely on long-standing telecom expertise for their exclusive business needs. With this in mind, Rapid Communications intends to stay on top of advancing technologies and industry

breakthroughs in order to maintain and provide the highest quality products and services.