

NEWS RELEASE

Insert Date: 6th October 2010

New Glo Mobile service rockets Nigeria's access to mobile email and online chat

Nigeria's largest independent mobile phone network deploys ForgetMeNot Africa's

Message Optimiser technology

No downloads or subscriptions required for two-way mobile email and chat messaging

The digital divide in Nigeria, Africa's leading telecoms market, is being bridged to give Nigerians with any SMS-capable mobile phone handset access to pay-as-you-go two-way mobile email and online chat. Glo Mobile, part of the award-winning Globacom, Nigeria's largest independent mobile phone network, is rolling out the new low-cost GloMessenger service to its entire subscriber base using ForgetMeNot Africa's mobile technology.

Nigeria is the highest populated African nation with more than 150 million people but only 16 per cent (24 million) of Nigerians have access to the Internet, according to International Telecommunications Union (ITU) figures. Glo Mobile has more than 40 per cent (25 million) of the country's 61 million mobile phone subscribers. It is now offering mobile phone users access to two-way email and chat on any mobile phone without the need for subscriptions, smartphones, Java downloads or data connections.

ForgetMeNot Africa is a specialist in providing unified messaging for telecommunications operators. The company's unique Message Optimiser (MO) technology bypasses the need for Internet access and opens up two-way email and online chat services to all mobile phone subscribers, even those in the remotest of areas. Mobile network

operators in East and Southern Africa have already successfully deployed MO, instantly rocketing their subscribers' access to two-way email and chat.

Internet use across Africa remains low in comparison to Europe, the Americas and Asia-Pacific so the market potential for MO in Africa is huge. By the end of 2008, 246 million Africans had mobile subscriptions, yet only 13 per cent (32 million) had access to the Internet due to poor quality fixed telephone lines. Mobile phones may be the only way for the vast majority of Africans to ever access the Internet.

GloMessenger is particularly attractive to young "early adopters" because it gives them a considerably cheaper and more convenient way of accessing two-way email and online chat compared to a standard Internet connection. What's more, the service incorporates popular chat services such as MSN Messenger, Yahoo!, Windows Live and Gtalk so that users can send and receive messages, update their status and continue to chat online while on the go with no PC or internet access.

ForgetMeNot Africa's Chief Operating Officer, Jeremy George, said: "Glo Mobile is putting another brick in the bridge across the digital divide in Nigeria, using ForgetMeNot Africa's technology to offer widespread, cheap-to-use mobile email to millions of Nigerians. Only 5 per cent of Nigerian households have a computer and the lack of cable access to the Internet makes accessing broadband difficult for the vast majority of Nigerians. Now they can keep in touch with their friends and family via email and online chat on basic handsets without any downloads."

Globacom's Head of Valued Added Services, Samson Isa, said: "Deploying ForgetMeNot Africa software for millions of Nigerians is another step in Globacom

becoming the biggest and best telecommunications provider in Africa. It follows our continuing investment in Nigeria's telecoms infrastructure. GloMessenger gives all Nigerian people a chance to enjoy cheap Internet services and keep in touch with their friends and family both in Nigeria and abroad through two-way email and online chat.

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Notes To Editors

Figures were sourced from the International Telecommunication Union (www.itu.int)

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

About Glo Mobile

Glo Mobile, part of the Globacom group, is a telecommunications provider which launched in Nigeria in 2003, gaining over 25 million subscribers since. Through extending its coverage into other African countries like the Republic of Benin, Ghana and the Ivory Coast, it is on track to becoming the biggest and best telecommunications network in Africa. Glo Mobile offers users a range of mobile services including Prepaid and Value Added Services as well as its Glo Business service. For more information visit <http://www.gloworld.com/Nigeria>

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