

Movius Interactive Corporation

PRESS RELEASE

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Johannesburg, South Africa - 21 January 2010 - Movius Interactive South Africa (Pty) Ltd, a subsidiary of Movius Interactive Corporation, a global leader in messaging, collaboration and mobile media solutions, has been recognised as a Level Two (AAA) Broad Based Black Economic Empowerment (BBBEE) contributor by Empowerdex, the Economic Empowerment Rating Agency. This rating certifies Movius as being the first international and non-South African owned telecommunications organisation to achieve such a high status in the BBBEE rankings in South Africa.

Eddie McAlone, managing director of Movius South Africa said the company had achieved their Level Two status by scoring more than 85% on the BBBEE Balanced Scorecard from the Codes of Good Practice as set out by Empowerdex.

“From the outset, we have taken BBBEE very seriously and have tried to ensure the basics are correct. Our approach has always been to look at the challenges within our industry and to ensure how we could make our BBBEE initiatives, such as our investment in the telecommunication faculties of local universities, work towards overcoming some of those challenges. Our dedication to the goals and principles of the BBBEE has been beneficial for all,” concluded McAlone.

“Not only have we achieved our BBBEE status, but we have over-achieved to surpass other telecom vendors in South Africa. We will continue to work at maintaining our status and to support the BBBEE initiatives” said McAlone.

McAlone said Movius had achieved their status due to enhancements and improvements in the firm's preferential procurement, skills, enterprise and socio-economic development activities and initiatives. “We have also made substantial improvements in our Employment Equity which of course is an ongoing initiative.”

About Movius

Movius Interactive Corporation is a leader in messaging, collaboration and mobile media solutions for service providers worldwide. Our solutions enable carriers to increase ARPU, reduce churn and expand their market share via innovative value added applications. Movius gives people the power to enrich their lives through viable innovations that transform the way they interact with information, media and each other.

About Empowerdex

Empowerdex, a leader in the BEE verification arena, is a pioneer in the field of empowerment auditing and the development of rating methodology. They are one of the most influential in the market as they focus on the delivery of quantitative research on issues surrounding black economic empowerment in general, BEE and its economic impact, as well as qualitative issues surrounding BEE and its implementation.

About BBBEE

BBBEE is a form of Economic Empowerment initiated by the South African government in response to criticism against Narrow Based Empowerment instituted in the country during 2003/2004. While Narrow Based Black Economic Empowerment led to the enrichment of a few black (Black African, Coloured or Indian) individuals, the goal of Broad Based Empowerment is to distribute wealth across as broad a spectrum of South African society as possible.

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