

# Movius Interactive Corporation

## Press Release

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### MOVIUS SIGNS MULTI-YEAR VALUE ADDED SERVICES DEAL WITH TELEFONICA IN LATIN AMERICA

*Telefonica will be first carrier to deploy innovative Side-Line<sup>SM</sup> Service in LatAm*

**ATLANTA, Ga., U.S.A. - April 12, 2010** - Movius Interactive Corporation, a global leader in messaging, collaboration and mobile media solutions, announced today that it has signed a multi-year, multi-national agreement with Telefonica International SAU, to supply its new innovative service from Movius, Side-Line Service in 12 of Telefonica's mobile operations in Latin America.

With the rise in Latin American mobile service phone use, many subscribers are opting to purchase service for multiple phone numbers to separate their business and personal mobile use. Until now, subscribers have had to purchase a separate service for each new phone number, forcing them to carry multiple handset devices. Newer multi-SIM phones have emerged, but these are often inconvenient and complex to use. Movius Side-Line solves this problem by offering the user a cost-effective secondary line, with the flexibility to add more virtual lines. With this multi-line service, each phone number can be used independently to place and receive calls. Incoming calls can be dynamically directed to the primary mobile phone number or to a voice messaging system.

"Movius is focused on creating new solutions that transform the way individuals can interact and stay connected to their communities," said Oscar Rodriguez, CEO Movius. "By focusing on innovative messaging services, Movius is helping global carriers to raise ARPU, lower churn and increase their market share. We look forward to working with Telefonica to drive success in Latin America."

This arrangement will allow Telefonica to offer this new service in its mobile operations in 12 countries in Latin America. The first service launch is currently scheduled for mid-2010.

"Telefonica is committed to providing innovative communications services that can improve the lives of people in all our markets," said Joaquin Mata, Senior Director for VAS, Telefonica International SAU. "We are excited to be introducing this new compelling service with Movius which will increase subscribers and make personalized telecommunication services available to more people".

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#### **About Movius**

Movius Interactive Corporation is a leader in messaging, collaboration and mobile media solutions for service providers worldwide. Movius 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.

For more information, please visit [www.moviuscorp.com](http://www.moviuscorp.com)

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