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MGM WIRELESS LAUNCHES PINPOINT TO COINCIDE WITH THE START OF THE 2014 SCHOOL YEAR

MGM Wireless (ASX:MWR) has today launched MGM Pinpoint™, which will set new benchmarks for parents and schools in terms safety and attendance. Pinpoint will be free to parents and schools. Later in 2014, a premium version of the product will be available for subscription by parents.

As from today, SMS text messages sent by schools using the MGM Wireless messageyou service to parents advising of an unexplained absence of their child will include a link in the message pointing them to a map showing where their child was last located. The system will be initially rolled out to 100 schools, and then progressively to all schools. On a typical school day some 35,000 such messages are sent to parents through the messageyou service.

To access the link, parents will need to download an app, from either the Apple store or Google Play store, to install on their child's phone.

The app on the child's phone also incorporates a Get HELP' or 'Panic Alert' feature. When activated by the child, a SMS is instantly sent to Parents with a link in the message to the child's most current location. For extra safety and protection, the child can also activate a loud audible alarm.

Activating this service is a family decision, and MGM Wireless has gone to great lengths to both ensure the privacy of the child as well as enhancing his/her safety.

Further, parents can only identify their child's location in response to a link attached to an absence message from their child's school or from an emergency message from their child.

MGM Wireless CEO, Mark Fortunatow said:

> "MGM has set the standards over many years for schools to communicate important messages to parents concerning student attendance, student safety and school events in a timely manner. Over 1,000 schools throughout Australia, covering about 20% of all school students, now depend on MGM's market leading messageyou and Outreach services to communicate with their parent stakeholders. Pinpoint incorporates enormous innovation and will take school attendance management and student safety to a new level."

About MGM Wireless Ltd and Messageyou, LLC

MGM Wireless is recognized in Australia and internationally as a pioneer of socially responsible technology-enabled school communications with a proven track record to design, develop and successfully commercialise innovative world class technology products.

The company's patented SMS School communication solutions empower schools to effectively communicate to parents and caregivers using SMS text messaging to improve student attendance, welfare, safety and parent engagement. Measurable benefits for schools include reduced operating costs, increased productivity and improved parent and community engagement which ultimately improve student learning and social outcomes.

Schools in Australia and New Zealand use Messageyou software in their day to day operations.

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