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MGM PINPOINT HAS A MAJOR IMPACT ON TRUANCY

A media report in today's 'The Australian' (page 6) has described a major improvement in truancy levels at the Centralian Senior College in the Northern Territory following the introduction of MGM Pinpoint, which enables schools and parents to locate a child who is absent from school.

The Centralian Senior College, an established user of MGM's messageyou service, was reported to have reduced the number of students who required follow-up for unexplained absences from 60 per week to just five following the introduction of Pinpoint.

Centralian has used MGM messageyou™ with Pinpoint to monitor compliance with the Australian Government's School Enrolment and Attendance Measure (SEAM). SEAM targets students in remote Aboriginal communities who do not attend school for at least 80% of the time. Through the scheme, the Department of Human Services via Centrelink has given schools greater powers to achieve compliance, whereby parents are actively engaged with the school and truancy compliance officers where children have been identified as in danger of missing out on adequate schooling.

Andrew Leslie, Centralian Senior College Principal said

"The results are clear. Since we implemented the messageyou SMS system combined with MGM Pinpoint, parents can no longer say they can't be expected to comply because they don't know where their child is. Our attendance team reports that we now only have five referrals [absences] a week whereas before we were dealing with 60 children and their families at a time."

MGM Wireless' market leading messageyou service has been an important tool for schools over many years in managing student attendance and in reducing student absenteeism. The MGM Pinpoint service is now available to the over 1,000 schools and 1 million parents across Australia who currently use messageyou.

Mark Fortunatow, CEO if MGM Wireless said

"Unacceptable levels of school attendance is a major issue throughout Australia and an enormous barrier to achieving advancement in educational standards. Pinpoint and our other products are designed to assist schools efficiently and rapidly breaking down this barrier as well as improving student safety. We have been delighted by the response of both schools and in particular parents to Pinpoint, which is a world-leading innovation in managing student safety. We are working towards the next version which will have much greater functionality".

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, New Zealand and the United States use Messageyou software in their day to day operations.

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