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MGM WIRELESS LAUNCHES OUTREACH PLUS MAJOR UPGRADE TO SCHOOL COMMUNITY MESSAGING

Australia's leading school communications software provider, MGM Wireless (ASX: MWR) is pleased to announce Outreach+, a major upgrade to its market leading Outreach SMS/text school social messaging service.

Outreach is the most widely used system in Australia for schools to broadcast general messages such as announcements, event reminders, late breaking news, fee reminders, emergency alerts, security updates and logistics to parents.

Outreach+ is taking this vital service much further by including:

- The ability to insert file attachments in SMS messages. Ideal for schools to send notices, forms, letters, newsletters, pictures, videos, voice clips and many other file types. A more effective way of ensuring parents are reached and more convenient for parents who will now be able to read school notices on their smartphones.

- The ability to display the school logo when a file is attached in SMS messages -- ideal for promoting school brand, image and awareness.

- The ability to simultaneously post and distribute directly to the school's Facebook, LinkedIn and Twitter accounts, providing much wider coverage and multi-channel distribution to the school and broader community.

- Prioritisation of the method of sending messages. For example, for a non-urgent message such as a school event reminder, Outreach+ can send the message as an email and social media, but for contacts without an email address, Outreach+ will automatically send the message by SMS and/or text-to-voicemail, and so on.

- Family groupings -- finding the right parent or caregiver for a student(s) and vice versa can be very challenging for school staff. Outreach+ has more powerful ways to find and locate contacts by family, class, teacher, year level, sport, co-curricular and many other grouping relationships. This is particularly important for today's amalgamated family communication where in some schools, over 40% of students have surnames different from their parents/caregivers.

- Improved integration with schools' existing database(s) of parents, students and other contacts using MGM Smartsync.

- Over 30 other new features, including a totally redesigned User Interface, improved security and performance.

MGM Wireless Executive Chairman Mark Fortunatow, said:

"Outreach+ is a huge innovation and leap forward in school to parent communication. It simplifies the process and increases the effectiveness for schools to communicate with today's busy, mobile parents and makes it easier to engage with the broader school community.

"Now within a single, secure platform, Outreach+ handles all the school's communication and distribution needs, including social networking sites such as Facebook, Twitter and - especially for old scholars - LinkedIn. The ability to add newsletters, pictures and other documents to SMS, and brand the message with the school's logo, provides major benefits in terms of both productivity and awareness."

Currently used by about 60% of the company's 1,150+ client schools and early learning centres, Outreach generates around 25,000 messages in a typical school day. With Outreach+, users will be charged either multiples or fractions of message credits to attach files into SMS, and to post messages on social media. Based on pre-release testing, feedback and usage analysis with users, the company expects message traffic to increase with the product's release.

Commencing October 14, 2014 Outreach+ will be progressively released to all users as a free upgrade.

"One of the brilliant features of Outreach+ is that parents don't need to go through the inconvenience of downloading and installing a specialised app," Mr Fortunatow commented. "Because messages can be received and replied to on every mobile/smartphone as standard, there are no barriers for schools to reach parents, and no segregation or disadvantage for parents in receiving school communication."

About MGM Wireless Ltd and Messageyou, LLC

MGM Wireless is recognised in Australia and internationally as a pioneer of socially responsible technology-enabled school communications with a proven track record in designing, developing and successfully commercialising 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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