



## BLUE LABEL TELECOMS SELECTS EMAGINE FOR CAMPAIGN MANAGEMENT

- Emagine to provide campaign management and loyalty solutions for Blue Label Telecoms

**Sydney, Australia, 17<sup>th</sup> December 2007:** Australian owned [Emagine International](#) announced it will provide its campaign management and loyalty solution to newly listed [Blue Label Telecoms](#) after it signed an extended license deal. It has been a busy week for Blue Label Telecoms which also saw the company raise in excess of 1.2 billion Rand in new equity capital after it listed on the Johannesburg Stock Exchange.

Blue Label Telecoms produces and distributes a wide variety of prepaid secure electronic tokens of value and transactional services that are allied to the telecoms, utilities, insurance, financial services and transport industries.

David Peters, CEO, Emagine International commented: "Blue Label Telecoms is a company that has demonstrated significant growth in eleven countries across Africa and Asia. It recently announced a strategic agreement with Microsoft along with its recent listing."

"Blue Label Telecoms extended its deal with Emagine as it was looking for a leading edge supplier with a proven track record to increase revenues and minimise customer churn rates across the Blue Label Telecoms Group."

Emagine and Blue Label Telecoms started working together in June 2006 and this deal cements the relationship across the entire Blue Label Telecoms Group. It represents a good opportunity for Emagine to expand further across Africa and Asia.

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About Emagine:

- ii Emagine enables telecommunications companies globally, such as Vodacom South Africa, and Telstra Australia, to automate their marketing processes to reduce churn and increase customer revenues.
- ii The Emagine Campaign Management system is deployed within 9 weeks

- iii Emagine processes large volumes of customer data, to intelligently trigger customers into the most relevant marketing and loyalty campaigns.
- iii Our methodology is called Marketing to One™.
- iii Our people have practical marketing experience in the telecommunications industry, and our technology solutions have been developed from this perspective.

For further information on Emagine International visit [www.emagineinternational.com](http://www.emagineinternational.com)

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