



Emagine Announces Two High Profile Additions to Board

Former Volante and Clarity heads to play pivotal role in Emagine growth

Sydney, Australia, 10 June 2008: Australian owned Emagine International has announced key additions to its board, with the appointment of Allan Brackin as Chairman and Tony Kalcina as non-executive Director. Each will provide a wealth of experience and play pivotal roles in the next phase of growth for Emagine.

Allan has been in the technology industry for over 20 years, most notably as the former Director and Chief Executive Officer of Volante Group. During his four years at Volante, he grew the business to over 1,200 employees and a market capitalisation of over \$250 million. Prior to Volante, he founded Queensland Laser & Survey Supplies and Applied Micro Systems (APS), which later grew to become AAG Holdings.

David Peters CEO, Emagine commented: "In his role as Chairman at Emagine, Allan will play a key role in advising on overall growth strategies, including acquisitions. With his background and exceptional ability to grow successful businesses, Emagine welcomes Allan to his new role, particularly as we approach our next period of growth."

Allan currently serves on the board of the NSW Heart Foundation, the Audit and Risk Committee and is a member of the National Finance Advisory Committee and National IT Committee.

With over 25 years experience in the telecommunications and IT industries, Tony Kalcina will be key to advising Emagine on growing sales and channels to market in Africa, Asia, Europe and Middle East. Tony is the founder of Clarity, the global open source software (OSS) provider, which manages over 110 million subscribers globally. During his time at Clarity, Tony was heavily involved in its ASX float in 2000 which saw it capitalised at \$270 million.

Peters continued: "Emagine has spent the last few years establishing a foothold in Africa, Asia, Europe and Middle East. Tony's impressive experience and understanding of the global market

will help the company to develop new sales channels and identify growth opportunities in these regions.”

Tony currently serves as Director on the Clarity Board and is a member Australian Institute of Company Directors and the Young Presidents Organisation USA.

In addition to Allan and Tony’s appointment, Steve Killelea has taken on the role of Advisory Board Chairman at Emagine, made up of the Board and the Emagine management team. Steve is the founder and former Managing Director/Chief Executive Officer of Australian technology company Integrated Research, of which he still serves as Chairman.

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About Emagine:

- 📊 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.
- 📊 The Emagine Campaign Management system is deployed within 9 weeks
- 📊 Emagine processes large volumes of customer data, to intelligently trigger customers into the most relevant marketing and loyalty campaigns.
- 📊 Our methodology is called Marketing to One™.
- 📊 Our people have practical marketing experience in the telecommunications industry, and our technology solutions have been developed from this perspective.

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For further information on Emagine International visit www.emagineinternational.com

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