



## **Emagine Unveils New International Deal in tandem with Launch of New Product**

**Sydney, Australia 17 July 2007:** On the same day as Emagine International announced an extended three year contract with Hong Kong's largest mobile operator, Hong Kong CSL, Emagine has also unveiled the latest version of its leading closed-loop marketing solution - Emagine v6.5.

HK CSL has been using Emagine's customer loyalty product with its premium ClubBest™ customers since 2002 to deliver a competitive edge in one of the most competitive markets in the world.

Peter Smith, Director of IT at HK CSL said: "Emagine is a valued business partner for HK CSL in deploying our CRM loyalty and retention solutions. As ClubBest™ enters its fifth year in the marketplace, it continues to be a key component of our loyalty and retention strategies and enjoys ongoing popularity from our high value customers. This new deal further strengthens our well established and trusted relationship with Emagine and opens up new opportunities for us moving forward."

David Peters, CEO Emagine commented: "HK CSL is a leader in this space and the success of its ClubBest™ is testament to the surge in global telcos embracing Emagine's closed loop marketing solutions."

The new software also announced by Emagine today will provide up to five times increased performance for Emagine customers, who include Telstra and AAPT in ANZ, and Vodacom in South Africa. Emagine v6.5 will offer a new suite of features including an enhanced communication engine, improved reporting module, and the ability to undertake opt-in mobile advertising campaigns, via SMS or Multimedia Messaging Service (MMS).

Peters added: "As we see mobile marketing solutions move to a far more interactive environment, Emagine v6.5 enables marketers to build interactive mobile campaigns that create a dialogue

between the advertiser and the mobile customer via SMS and MMS. This opens up many more opportunities for customers deploying intelligent, real time, automated campaigns.



“Emagine v6.5 empowers marketers to move to a whole new wave of mobile marketing that embraces not only text but sound, image and video files, providing much greater scope for creativity and increased conversion rates.”

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### **About Emagine:**

Emagine enables global Telco's like Vodacom and Telstra, to reduce churn and increase customer revenues. Our Campaign Management system can be deployed within 9 weeks.

Unlike our competitors, Emagine processes massive 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.

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

### **About CSL**

CSL is a pioneer in the mobile communications market in Hong Kong. Combining technical and engineering excellence with an in-depth understanding of the mobile market, it translates leading-edge technologies into customer-focused solutions that meet the needs of different market segments.

In April 2006, a joint venture company, CSL New World Mobility Limited to own CSL and New World PCS Limited, was formed. CSL New World Mobility Limited is 76.4 per cent beneficially owned by Telstra Corporation Limited and 23.6 per cent beneficially owned by New World Mobile Holdings Limited.

CSL is acknowledged as the first mobile company in Hong Kong to employ a distinctive market segmentation strategy. With a commitment to deliver quality, innovative and relevant services to all its mobile customers, CSL markets its services to various segments through its mobile brands: [1010](#), [One2Free](#) and [New World Mobility](#).

For more information about CSL, please visit [www.hkcsl.com](http://www.hkcsl.com)

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