



Emagine Scoops 2nd in World Billing Awards

Emagine ranks 2nd in IRR's World BSS Awards 2007, for Best Marketing System/CRM Project in Telecommunications (www.iir-billingsystems.com, Award Winners)

Sydney, Australia, 8th August 2007: Australian owned Emagine International achieved global recognition when it ranked 2nd in the 'Best Marketing System/CRM' open category* at this years World BSS Awards 2007 held in London's Olympia 2 recently. Emagine's solution had been entered for the award following its Vodacom project which has been running with great success since late 2006.

David Peters CEO, Emagine commented: "This accolade is significant for an organisation experiencing rapid growth globally such as Emagine. I'm delighted that our team has been recognised for all of their hard work. This coupled with our new business wins including the recently announced Hong Kong CSL deal shows that we are achieving our growth objectives. I'd like to congratulate the overall winner of the award, Mobilink, for an outstanding entry for its in-house BI project."

"Our project with Vodacom is growing considerably and the Company is targeting up to 100 simultaneous campaigns running in Emagine by Christmas 2007. The campaigns we've been running for Vodacom have been a significant success. In one particular recharge stimulation campaign alone Vodacom generated incremental revenue of over US\$4M in four weeks, and increased recharge rates by 160%," added Peters.

"2007 definitely saw a return of confidence to the BSS sector, and this was reflected in the broad scope and level of innovation demonstrated in all of the nominations that we chose as finalists." said Hugh Roberts, Chairman of the Awards Judging Panel and Consultant Director for IIR's BSS/OSS and RM events.

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*The 'best customer management/business intelligence/marketing project' open category recognises effective implementation of CRM, CEM, BI, data integration and/or marketing systems and processes to improve customer information management and/or enhance brand loyalty for the organisation's portfolio of services offered.

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
- ii Emagine processes large volumes of customer data, to intelligently trigger customers into the most relevant marketing and loyalty campaigns.
- ii Our methodology is called Marketing to One™.
- ii 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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