



EMAGINE SIGNS DEAL WITH OXIGEN INDIA AND ENTERS INDIAN MARKET

- Blue Label Telecoms extends License Agreement with Emagine

Sydney, Australia 10 December 2008: Australian owned [Emagine International](#) has signed an extended license agreement with [Blue Label Telecoms](#), to cover its subsidiary, [Oxygen](#), in India.

The deal enables Oxygen to use Emagine's Closed-Loop Marketing suite to run campaigns and loyalty programs for their customers to stimulate recharge revenues across the Oxygen service providers including Airtel, BSNL, Aircel, BPL Mobile, MTNL, Idea Cellular, Trump, Garuda, Ping, Virgin Mobile, Spice Telecom, Reliance Mobile, Tata Indicom, and Vodafone.

Oxygen has emerged as a leader in Single Point Recharge services in the country. It has pioneered the idea and execution of electronic virtual distribution of prepaid airtime, on behalf of all major mobile operators. The company handles: Aggregation of Recharge, Bill Payments & Subscriptions, for all leading Telecom operators, Internet Service providers, Direct to Home TV (Dish and Tata Sky) , PrePaid Radio (Worldspace) , PrePaid Value added Services (MobiBuzz) , Railway and Airline ticketing (Air Deccans MFLy) etc on a single platform. Oxygen plans to rapidly expand and offer services apart from just mobile recharge, including bill and subscription payments, booking airline tickets, buying videos, wallpapers, ring tones, games, etc, for companies such as Simplify Deccan, World Space, Dish TV, Tata Sky, Zapak .

David Peters, CEO Emagine commented: "This is a great deal for Emagine, enabling us to gain a strong foothold in one of the world's fastest growing markets, and to be a part of a virtual Distribution network across India, with electronic delivery and payment of prepaid and post paid services of all kinds, in a seamlessly networked environment. Emagine has proven results in other carriers with recharge increases above 30%."

The real-time functionality of Emagine supports leading telco's and other service providers as they move forward into cutting edge, real-time decision making. This provides a much more personalised interaction with customers through utilising the latest in behavioural targeting techniques. Emagine's robust Closed Loop Marketing System processes massive volumes of customer data and intelligently triggers customers into the most relevant campaigns.

Once a marketing campaign or reward is allocated in the Emagine system it will be sent off in real time to the supplier system instead of being batch processed. This will create a streamlined and instantaneous approach to campaign management for Emagine's clients.

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About Emagine:

- iii 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.
- iii 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

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