

MGM Wireless claims further success in war against Truancy in South Australian & US schools

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Latest in-house review of sector shows messageyou™ Schools is a potent weapon against wagging school

Adelaide- August 5, 2008 – South Australian based school communications group, MGM Wireless Ltd (ASX Code: MWR) today releases the results of a review of its flagship anti-truancy product, messageyou™ Schools, which was presented to the State Government last week.

messageyou™ Schools remains a potent weapon in the fight against truancy according to the review, said MGM Wireless Chief Executive Officer, Mr Mark Fortunatow. Australian and American schools were continuing to adopt messageyou™ Schools because of its effectiveness in a variety of school situations.

“MGM Wireless continuously reviews the efficiency and effectiveness of its products,” Mr Fortunatow said. “And this recent review presented to the SA Government shows that the introduction and continued use of our leading edge products is extremely effective.”

Here are some examples from the survey: (The names and locations of the schools have been changed to protect the privacy of the school and its community).

School A

A small community school of fewer than 400 students, located in a country town. Approximately 30% of parents receive Government income assistance. The school chose MGM Wireless to assist with the implementation of Messageyou (text messaging), to provide an automated daily absence communication solution for parents and school staff.

- School leaders and staff were engaged in a planning and training process, led by an MGM consultant.

The system went live, in January 2008 and results assessed in May 2008. School staff show;

- A dramatic reduction in the following unauthorised absences;
 - Junior School – 76% reduction
 - Middle School – 81% reduction
 - Senior School – 63% reduction
- Positive feedback from parents, with most parents sending notes or using reply SMS (35%)

The tailor-made solution enabled the school to;

- Communicate quickly with parents of bus students (about one third of the student population).
- Ensure roll marking accuracy for senior students who are involved in vocational education, including work placement external to the school.

- Support the work of an Indigenous education worker.

The solution also ensured that those families who lived in mobile phone 'black holes' were able to receive text to voice communication by landline phone.

Mr Fortunatow said: "This tailor-made solution showed the flexibility of the product when faced with circumstances not found in urban settings."

School B (The primary school solution package)

A Primary School (430 students) located in a middle to high socio – economic suburb of a capital city, sought our assistance to explore how our communication solutions could contribute to safety and duty of care. The school wanted to enhance already strong connections with the parent community and at the same time reinforce expectations of student punctuality. Student attendance was considered satisfactory.

The principal and school project team used the introduction of Messageyou to introduce significant changes to the process of entering roll data into the schools Student Information Management System (SIS). Changes were also made to the process of recording and following up on late students.

A review conducted with the assistance of MGM in April 2008 showed;

- up to 80% of parents used SMS to inform the school about absence or lateness.
- there was a 41% improvement in lateness issues
- unexplained absences dropped by 3.7% from 6.7% to 3% (an improvement of 55%)
- attendance across the school rose from an average of 93.2% to 96.9%

As a result of the review, further modifications were made to the process of processing late students.

School C - School District (USA)

Two schools in an East Coast USA District, introduced messageyou™ Schools and messageyou™ Watchlists part way through the second semester of the 2007/2008 school year. The project was driven by the District Superintendent, who set high expectations of school and district staff to make a difference in student attendance. The two schools have a high percentage of Non English Speaking Parents. The District chose to start sending text to voice messages, and then move to text messages, starting with parents of students in the junior secondary years (8/9)

A review conducted by an MGM Consultant in May, 2008 showed that despite only having messageyou solutions for a part of the second semester:

- A reduction in period absences is estimated at 20% for the time that messageyou was operational in one school.
- A reduction in period absences is estimated at 43% for the time that messageyou was operational in the other school.
- Both schools reported high staff and parent acceptance of the system
- Data provided by messageyou™ Watchlists enabled more timely and focused staff follow up.
- Both schools have expanded the program to include students in years 9 & 10 in the 2008/2009 school year (just starting) and are also encouraging parents to use the text communication format.

CONCLUSION

MGM Wireless remains committed to improving communications throughout school communities using the company's latest technology solutions and the ease of communications of the modern and ubiquitous mobile phone.

"MGM's powerful text messaging technology is a fast and unobtrusive method of getting vital school information into the hands of parents and guardians," Mr Fortunatow said.

About MGM Wireless Ltd and Messageyou, LLC

MGM Wireless Ltd is a public company with a market capitalisation of A\$8m listed on the Australian Securities Exchange (ASX code: MWR). The company trades as Messageyou, LLC in the United States, with its head office in Silicon Valley at Sunnyvale, Cal.

The company's patented School Attendance Management solutions empower schools to effectively communicate to parents and caregivers using SMS text messaging in combination with culturally sensitive communication to improve attendance, student welfare and safety. MGM Wireless is recognized in Australia and internationally as pioneers and market leaders. MGM's professional services team delivers an integrated suite of software and communications using its own infrastructure. The solutions enable schools to reduce costs, increase productivity, discharge their duty of care, engage parent involvement, and ultimately improve student learning and social outcomes. Schools in Australia, New Zealand, America and India use Messageyou software in their day to day operations.

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