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Companies Announcement Office
Australian Stock Exchange Limited
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MGM Wireless signs Indian distribution deal with Roltin Global for world's largest private education market

South Australian-based school services group MGM Wireless Ltd today announced a licensing agreement with Roltin Global to distribute MGM's patented messageyou™ School Attendance Management solution throughout the Indian sub-continent.

The initial market is more than 1 million private schools in the world's second fastest growing economy. Roltin Global will be responsible for all sales, marketing and operational activities, while MGM will derive royalty payments from text messages and software license fees.

The messageyou India operation will be headquartered in Pune, which is the education hub of India.

Roltin Global is part of Texspin, a diversified group owned and operated by the Makwana family dynasty. Vishal Makwana, who will lead the messageyou™ India team as Managing Director, said that India's upper middle classes have increasing spending power and a strong focus on education.

"Middle-class families will pay any price to get their children into the most prestigious schools – but these 'benchmarking' schools in turn will expel students who are not performing academically because they have to maintain their standing," Mr. Makwana said.

"Messageyou provides a flexible communication solution for both schools and families. It optimises school attendance, which inevitably results in better grades, and it relies on the most popular personal communication platform in India – text messaging on mobile phones."

Mr Makwana said that messageyou could be easily adapted to address the cultural differences between Eastern and Western society.

"We are an English-speaking nation, but Indian families differ from those in the West in that Indian children have a high respect for their parents. This does not, however, stop students from wagging school in great numbers. But it does mean that even the presence of the messageyou solution will act as an immediate deterrent."

Mr Makwana said that the solution's message of safety, duty of care and excellent educational outcomes was in keeping with the strong family values and social responsibility that are the hallmark of the Texspin Group, which supports many educational initiatives for the underprivileged as well as operating a diploma college.

MGM Wireless Chairman Mark Fortunatow said that the Makwana family's influence and reach into every major Indian city would make spreading the word about messageyou relatively simple.

"The board believes this is an important strategic move into a region with the world's fastest growing middle class," Mr Fortunatow said. "In the private sector alone, the market is more than 100 times larger than the entire Australian schools market, where we already have a 92 percent market share for student attendance communication systems."

The messageyou client software is tightly integrated with MGM's communications infrastructure, which will remain in Australia.

The agreement will commence with an initial deployment in some of the most prestigious benchmarking schools in Ahmedabad.

"Where these schools lead, others follow," Mr Makwana said.

For further information contact:

CEO Mark Fortunatow
MGM Wireless Ltd. - (ASX:MWR, MWRO)

Mobile:	0421 328 984
Phone:	08 8431 2300
Email:	mfortunatow@mgmwireless.com
Web:	www.mgmwireless.com