

PRESS RELEASE

GABZ FM DELIVERS INTERACTIVE LISTENER EXPERIENCE AND GENERATES NEW REVENUES USING MESSAGE MASTER® XSP - INNOVATIVE RADIO STATION LIVE ON THE LATEST VERSION OF MESSAGE MASTER® XSP

Potsdam, Germany, 10 February, 2009: Deraldack (www.derdack.com), provider of mobile messaging platforms and notification workflow software today announced that Gabz FM, a licenced Botswana radio station, is live on the latest version of message master® xsp. The software has enabled the station to develop and roll out mobile services and generate new revenue streams from marketing promotions for third parties.

Whilst Botswana has full access to the internet, it is the GSM mobile phone that has brought communication to the wider population. The station needed a flexible and reliable mobile messaging platform that could support its aim of encouraging greater interaction between the audience and the DJ's.

Kenneth Moeng, Chief Executive of Gabz FM has previously worked with message master® xsp and was keen to once again exploit its ability to support mobile messaging applications, as he explains "We wanted to provide our listeners with a better channel of communication and Deraldack's message master® xsp has enabled us to achieve this and more. We are now able to quickly and easily develop, test and roll out new mobile messaging applications and services."

Gabz FM has built a number of value added services using message master® xsp's templates which allow non-technical people to rapidly develop mobile messaging applications without the need for specialised programming skills and this was a major reason why the station selected message master® xsp.

Gabz FM has set up a 'Listeners SMS Line' and the audience can interact with DJ's by texting a shortcode and message master® xsp automatically routes the SMS to screens inside the broadcasting studio. This allows messages to be read out on air within seconds of being sent by the audience thus providing a fully interactive experience for loyal fans of the station

Gabz FM runs a variety of competitions for the station and external companies. This has proved popular with the audience and Gabz FM also shares the income generated by the inbound SMS messages with the sponsoring company.

Moeng concluded, " message master® xsp enables all of our mobile messaging applications and as a result we have delivered an enhanced and truly interactive service for our audience whilst generating valuable revenue for the station. We also created high end corporate marketing packages for our clients who appreciate its cost-effective ability to reach a wide target audience."

Matthes Deraldack, Managing Director, of Deraldack said, "This is an excellent example of how a media company has capitalised on the strength of the mobile channel. message master® xsp was designed to be intuitive and Gabz FM has demonstrated how to build multiple mobile applications with minimal effort."

ABOUT DERDACK GMBH

Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack's premium products provide clients with unsurpassed service innovation and business continuity. Derdack is headquartered in Potsdam, Germany and has several hundred installations worldwide. A thriving Partner channel extends the company's reach globally.

Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide and in all verticals. Clients include BMW UK, Caterpillar Belgium, Daimler, Microsoft Ireland, Roche Switzerland, Siemens Germany, Steria UK, Symantec and Telstra Australia. For further information please visit www.derdack.com.

ABOUT GABZ FM

Gabz FM is a commercial radio station on the FM frequency 96.(point)2. English is the principal medium of broadcast. Gabz FM covers Gaborone (Botswana's capital city) and seven other major population centres. The broadcast catchment's area represents the most densely populated, the most developed and the most economically active area of Botswana. For further information please visit www.gabzfm.com.

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