



Press Release

September 24, 2003

Red Oxygen's Desktop-to-SMS Service Launched by LegionONE

"LegionONE and Red Oxygen team up to offer effective and affordable SMS capability to Australian business."

September 24, 2003 – Red Oxygen, an Australian software development company, announced today that their desktop-to-SMS services are now being offered to Australian businesses by LegionONE, a leading provider of corporate messaging services.

LegionONE, the business division of Australia's leading interactive communications company, Legion Interactive, is now offering a customised version of Red Oxygen's desktop-to-SMS service on their website (www.legionone.com/outlooksms). These solutions allow users of the popular email applications Microsoft Outlook (97, 98, 2000 & XP), Outlook Express and Lotus Notes to send and receive SMS messages and calendar reminders from their desktops, all as easily as sending an email. With Red Oxygen's solutions, LegionONE customers can now effectively deploy SMS communications without the need for any additional applications or hardware.

LegionONE's General Manager, Products and Services, Andrew Grill, believes that SMS technology is now becoming a must for competitive businesses. "With mobiles now an increasingly important part of how business is done, the costs associated with mobile communications have become a significant expense for many businesses," says Mr. Grill. "A recent report from the Australian Telecommunications Users Group suggested that a third of the phone costs incurred by big business were from fixed-to-mobile calls. With Red Oxygen's email-to-SMS products, we are now offering our customers a practical, effective means to substantially reduce that expenditure."

"SMS is fast becoming an integral part of business as it allows information to be sent instantaneously," comments Grill. "The beauty of OutlookSMS and NotesSMS services is that they combine established communication channels into an even more effective tool - both in terms of time, and ultimately, cost."

Red Oxygen CEO Tom Sheahan notes that reduced costs are only one component of the value of SMS communications. "SMS messaging is growing up," said Mr. Sheahan. "People used to think that SMS was only for kids, but we believe that SMS is extremely important to the future of business communications."

"There is currently a significant, unfulfilled demand for SMS solutions in the business market," continues Sheahan. "Many leading analysts have reported that SMS will become as mission critical to business as email, but until now companies have not had access to the kinds of tools needed to integrate SMS into their businesses. Red Oxygen has made SMS simple to use, secure to operate, cost effective to utilise and easy to integrate with existing technology. Through our partnership with LegionONE, Australian businesses of all sizes can now make SMS a key part of their business communications environment."

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About Red Oxygen

Established in Australia in 2001, Red Oxygen is one of the world's leading developers and distributors of desktop-to-SMS software applications and services, and related desktop messaging software. Red Oxygen combines the power of today's email applications with the ease, convenience and mobility of SMS messaging. Their seamlessly integrated products and services allow users to utilise the full capabilities of their existing contacts address book to send SMS messages to specific individuals or entire lists, all as easily as sending an email. Users can also have their calendar reminders automatically sent to their mobiles, send broadcast SMS messages to large lists and even receive replies straight into their inboxes from message recipients. Furthermore, the entire account can be managed online via the Red Oxygen account management facility. Red Oxygen software is available for Microsoft Outlook and Outlook Express as well as Lotus Notes.

Red Oxygen has clients across a broad array of industries and geographies. Their current customer list includes clients such as Pfizer, BMW, Qantas, UNICEF, Microsoft, Siemens, Panasonic, Reader's Digest, Frito Lay, Billabong, 3M and others. These customers span Australia, Europe, the Middle East, Africa, Asia and North America. Red Oxygen's products are also distributed by Swisscom Mobile, the largest mobile operator in Switzerland.

Learn more at www.redoxygen.com

About LegionONE

LegionONE is the business division of Legion Interactive, Australia's leading provider of complex integrated communications solutions to businesses in Australia and New Zealand. LegionONE specialises in messaging solutions, including SMS, email and voice. They currently deliver tens of millions wireless messages and handle over 50 million phone calls a year for a variety of clients.

Legion Interactive is Australia's leading provider of interactive communication services. They specialise in promotional marketing services (competition and promotions), information services, unique communication solutions and content aggregation, origination and publishing.

Learn more at: www.legioninteractive.com.au

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