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Companies Announcement Office
ASX Limited
20 Bridge Street
Sydney NSW 2000

MGM Wireless appoints accomplished SMS entrepreneur and high business achiever to Board

Adelaide-based school services company MGM Wireless is pleased to announce the appointment of Shaun Collopy – former co-founder and second largest shareholder of highly successful SMS specialist Mobile Messenger as non-executive Director.

Welcoming Mr Collopy to the board, MGM Wireless CEO and co-founder Mr Mark Fortunatow said: “Shaun brings to MGM significant, relevant commercial and technical expertise to the board. He is a recognised world expert in the commercialisation of mobile messaging and billing technology, and will assist MGM Wireless in developing and refining our business strategies”.

Mr. Collopy's most recent success was founder of Australian SMS communications provider Sol Mobile, which he grew and then merged into Mobile Messenger in 2005. Mr. Collopy and his Partner sold a majority stake in Mobile Messenger to prestigious U.S. private equity firm SilverLake and a consortium of other private equity investors in October 2007 at a valuation in excess of USD \$200 m.

Mr. Collopy played a key role in building Mobile Messenger into a very profitable company with revenues of \$150m+, 150+staff, offices in Australia and the USA, and operations in 5 countries. (Exact Revenue & Profit Figures are confidential due to Mobile Messenger being a private company.)

‘MGM Wireless has done a really impressive job in building a leading market position in Australia in a new and growing market niche. I have observed their tremendous growth in Australia. I look forward to adding my experience to the current board and team to refine the MGM business model, and help grow the company revenues further into new services and markets’.

Originally from Adelaide, Mr. Collopy has been based in the US for 3 years where he has gained valuable experience with consumer habits with mobile phone services.

As part of his remuneration (Base Director's Fee - \$18,000pa), the Company has agreed to issue the following ordinary shares and unlisted options to Mr Collopy, subject to shareholder approval:

- 1,000,000 ordinary fully paid shares; and
- 2,000,000 unlisted options exercisable at 2 cents each on or before 15 April 2012.

These securities will be issued subject to voluntary escrow for a period of 12 months.

An Appendix 3X – Initial Director's Interest Notice is attached.

Shaun Collopy

In 2000, Mr Collopy founded Sofwrite Technologies which in less than 2 years grew to a profitable business with revenues of \$2.5m+.

In Aug 2001, he sold Sofwrite to Australian Publicly Listed Company, Amnet IT, for approx \$1.2m where he worked as General Manager – IT Services which became part of Amcom Communications, listed on the ASX (ASX.AMM).

In Oct 2003 he negotiated a management buyout of the SMS (Mobile) business/ assets of Amcom to form Sol Mobile, which he grew to a profitable company with \$15m+ annual revenue. In Feb 2005 Mr. Collopy merged Sol Mobile with Mobile Messenger where he was the 2nd largest shareholder, and was instrumental in Mobile Messenger's success.

Mr. Collopy was a key driver in growing Mobile Messenger into a profitable company with revenues of \$150m+, 150+staff, offices in 2 countries, and operations in 5 countries. (Exact Revenue & Profit Figures are confidential due to Mobile Messenger being a private company).

Both Sol Mobile and Mobile Messenger did not raise any outside capital and were EBITDA positive from day one.

In Oct 2007 he and his Partner sold a majority stake to the prestigious private equity firm – SilverLake (www.SilverLake.com).

At the time of sale Mobile Messenger had a valuation in excess of \$200m. SilverLake led the transaction process as the major investor, including additional investments from Trinity Ventures (<http://www.trinityventures.com/>) and Montgomery & Co. (<http://www.monty.com/>).

Mobile Messenger continues to grow achieving record revenue and profit in the first quarter of 2009.

Mr Collopy is currently contributing ongoing support to Mobile Messenger (Board Member and Mergers and Acquisition Strategic Committee).

Originally from Adelaide – where his family still reside, Mr Collopy is currently based in the US.

About MGM Wireless Ltd and Messageyou, LLC

MGM Wireless Ltd is a public company with a market capitalisation of A\$ 2.4 m 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 SMS School communication 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, safety and parent engagement. 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 and America use Messageyou software in their day to day operations.

For further information contact:

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Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity MGM Wireless Limited
ABN 93 091 351 530

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Shaun Collopy
Date of appointment	15 July 2009

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
555,555 ordinary shares

+ See chapter 19 for defined terms.

Appendix 3X

Initial Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest Note: Provide details of the circumstances giving rise to the relevant interest.	Number & class of Securities
N/A	

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Letter of Agreement
Nature of interest	Subject to shareholder approval, the issue of ordinary fully paid shares and the grant of unlisted options.
Name of registered holder (if issued securities)	Securities not yet issued – Shaun Collopy or nominee
No. and class of securities to which interest relates	1,000,000 ordinary fully paid shares 2,000,000 unlisted options exercisable at 2 cents each on or before 15 April 2012

+ See chapter 19 for defined terms.