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London, UK, 30<sup>th</sup> November 2011 - In response to recent press coverage, Creativity Software (“CS”) would like to reiterate that it has deployed commercial services with MTN Irancell and nothing more. CS has not deployed any other technology, of any description, with or for any other entity in Iran.

For the avoidance of doubt, the commercial engagement between CS and MTN Irancell began in late 2009, and the first service was deployed in 2011. Any connection implied between technology supplied by CS and any alleged human rights abuses in Iran in 2009 are clearly erroneous. Any connection implied between the provision of commercial location based services deployed by MTN Irancell in Iran and any possible human rights abuses is equally erroneous.

Please also be aware that the use of the term “Surveillance equipment” in describing location based services technology is both pejorative and inappropriate. The services deployed for consumers in Iran using LBS technology from CS enable the same type of activities that are enjoyed by consumers in many other markets – a hugely popular and successful social networking and location based mobile advertising service.

As Baroness Wilcox has made clear, we have complied entirely with all UK export control requirements. Our meeting with CESG in 2009 was in their role as technical advisor to BIS, in line with normal UK Export Control protocols. Our products were considered against the UK Export Strategic Export Control Lists for Dual Use Goods and it was established by BIS that no licences were required to export our commercial product.

Please also be aware that we had proactively sought the review by BIS, even though we were aware that the export controls did not directly apply to our technology. This reflects our ongoing commitment to acting in an open and ethical manner in all business activities, in close consultation with all relevant authorities.

If the UK or Iranian governments make any changes to regulations governing trade between our two countries then CS will ensure that it complies with these in full. In the meantime, and at a time when the UK and other economies are short of good news, we are proud to be a successful UK company engaged strongly in export markets.

CS is the 20<sup>th</sup> fastest growing technology company in the UK, and in the top 150 fastest growing technology companies in Europe, Middle East and Africa. We play a leading role in a vibrant global telecoms market, and act at all times with the highest levels of integrity.

For the avoidance of doubt, Creativity Software opposes any form of repression and strongly disapproves of the use of technology in violation of human rights.

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