



(ACN: 057 345 785)

ASX Announcement

Clarity Appoints Vikram Kumar as Head of Global Alliances

7 May 2009

Powerlan today announced that Clarity, the market leader in Unified Operational Support Systems (OSS), has appointed Vikram Kumar in a new executive role to manage its expanding global strategic alliances.

Developing strong alliances has been a central part of Clarity's strategy for several years and this appointment will focus greater effort on the most important relationships, through which Clarity expects to achieve growth and expand its regional footprint. Kumar's extensive telecoms industry commercial experience and collaborative approach, will assist the world's top telecoms integrators in acquiring new customers for Clarity's leading Unified OSS technology, as an enabler for systems rationalisation and service transformation programmes.

More specifically, Kumar will be leveraging existing alliances and recruiting new partners to develop joint solutions, share resources and enter into new international markets.

Kumar has previously spent three years at Clarity as Director of Sales for South Asia but in this new role, Kumar will provide consistent direction and continuous support of all alliances around the globe.

Jon Newbery, CEO of Clarity commented: "We have developed strong relationships with several key partners over the last few years and we are now looking to build on that success on a more global level. We want to better support our existing partners through closer collaboration and replicate the success we've experienced with our current client base on a global reach."

"I am looking forward to this opportunity to take on a more global role and to build on Clarity's long-standing alliances created in Asia over a number of years", added Kumar. "We understand the drivers required for long term success in alliances including transparency, trust and collaborative models. These are challenging economic times but we are expanding our activities through partners into markets where telecommunication investment is still strong. In addition to our current partners I will be looking to work with organisations that have a compatible approach to developing both existing and new markets."

For more information contact:

Jon Newbery
Chief Executive Officer
Powerlan Limited
Phone: (02) 9925 4600
jnewbery@powerlan.com
www.powerlan.com

About Powerlan

Powerlan Limited (ASX: PWR) provides specialist information technology products and services through four operating divisions:

- Clarity (www.clarity.com) offers carrier-grade Operational Support Systems (OSS) and Network Management Systems (NMS) software solutions for telcos and enterprises.
- ConverterTechnology (www.convertertechnology.com) provides software and services to help enterprises capitalize on the benefits of Microsoft Office 2007.
- IMX Software (www.imxsoftware.com) provides a full portfolio of solutions to manage the international trading of banknotes, precious metals, foreign exchange and any other financial or stored value instrument including travellers cheques, pre-paid cards, international banker's drafts and money transfers.
- Omnix Software (www.omnixsoftware.com) provides specialised software solutions for mobile telecommunications operators that address the specific project delivery, property management and asset management requirements of complex 2G, 2.5G and 3G wireless networks.

All divisions are incorporated and operate as self-contained companies.

About Clarity

Clarity is the market leader in Unified Operational Support Systems (OSS), managing over 120 million subscribers globally in Tier 1 incumbent and next generation Telcos. Clarity provides proven, pre-integrated Inventory, Fulfilment and Assurance applications on a single SID based database, enabling real-time executive visibility of the network's impact on revenues and customer experience. Clarity is network and service neutral, driven by templates and workflows that are rapidly configurable, allowing telecom companies to cut time to market for new services by two-thirds.

Established in 1994, Clarity has offices in Africa, Asia, Europe, the Middle East and North America. For more information, please visit www.clarity.com.