



(ACN: 057 345 785)

ASX Announcement

Clarity Appoints New Vice President to Spearhead Product Development

*Christopher Smith appointed to drive new visionary product
developments*

30 June 2009

Powerlan today announced that Clarity, the market leader in Unified Operational Support Systems (OSS), has appointed Christopher Smith as Vice President Product Management and Development to drive forward its visionary product roadmap.

With over 15 years experience in the telecommunications industry, Smith has developed a broad range of product development skills encompassing engineering, fulfilment, pre sales, sales, product management and strategy.

Most recently Smith was Vice President of Product Management for Telcordia's Global Solutions business unit where he was responsible for Telcordia's next generation OSS product line. Prior to his role in Product Management, Smith held positions in product development, delivery and sales; successfully delivering projects into market leading carriers across the globe.

Jon Newbery, CEO of Clarity, commented: "Chris has significant credibility in the industry. He has a deep understanding of technology with proven commercial skills and this combination will enable him to deliver the greatest value to our customers."

Christopher Smith, Vice President Product Management and Development at Clarity added "Clarity is an exciting and innovative company and I am looking forward to the challenge of applying my global experience to an organisation that is so visionary in the world of OSS."

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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 150 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, Australia, Europe, the Middle East and North America. For more information, please visit www.clarity.com.