



(ACN: 057 345 785)

ASX Announcement

Clarity Selected as a Finalist in the Premier's NSW Export Awards 2010 for Export Achievement in ICT

20 September 2010

Powerlan today announced that Clarity, the award winning provider of unified Telecommunications solutions designed to simplify the operation and management of telecommunications networks, has been nominated as one of six finalists in the Information and Communication Technology (ICT) category of the Premier's NSW Export Awards for 2010.

The Premier's NSW Export Awards is an annual program which aims to recognise excellence in the export of goods and services by NSW business, acknowledging the important contribution of businesses to the economy through job creation and increased prosperity for the community and for the State. The Awards are conducted by the Australian Institute of Export in conjunction with Industry and Investment NSW.

With over 35 Telecom customers worldwide, Clarity solutions currently help Service Providers around the world manage over 250 million subscribers. Since its inception, more than 90% of Clarity's sales have been to the export market, taking telecommunications technology overseas to countries such as Bulgaria, India, Indonesia, Ireland, Malaysia, New Zealand, the Philippines, Sri-Lanka, South Korea, Taiwan, Thailand, the UK and the USA. Clarity has six offices around the world to develop and respond to export sales, with its main headquarters in Sydney. Due to the diverse regions Clarity exports to and the demands for global reach, it also works with a network of international partners to help build relationships, market and implement its solutions as well as provide local support.

Jon Newbery, Chief Executive Officer at Clarity explains, "It is a great honour to be recognised for our strength in the international marketplace. A key driver for our export success is the modular and flexible functionality of our solution. We also have a strong global partner network and work closely with our customers to understand their cultures and build on existing relationships to gain respect and credibility. Clarity has the foresight and ability to constantly innovate itself in order to stay relevant to the changing global market dynamics and we continue to strive for export success, particularly given its importance to the future of the Australian economy."

Peter Mace, General Manager of Australian Institute of Export says, "We congratulate Clarity on being selected as a finalist for the 2010 Premier's NSW Export Awards. Being recognised as a leading exporter against the best from the across the state is testament to their hard work and success in overseas markets."

The winners of the 2010 NSW Export Awards will be announced on 28th October 2010 at a ceremony in Sydney. These companies will progress as National Finalists to the 48th Australian Export Awards and compete against all National Finalists from other States and Territories. On 17th November 2010, winners of the 12 National Award categories and the prestigious Prime Minister's Australian Exporter of the Year will be announced at a black tie event to be held in Sydney. The National Export Awards program is run by Austrade in conjunction with ACCI.

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 three operating divisions:

- Clarity (www.clarity.com) incorporating the Intellectual Property acquired from Omnix Software Ltd and Dot Communications Pty Ltd, provides proven, pre-integrated solutions that are used by service providers to roll-out and manage networks, develop and sell market leading products, fulfil customer orders and assure the quality of customer services for multi-vendor, multi-service networks.
- ConverterTechnology (www.convertertechnology.com) provides software and services to help enterprises capitalise on the benefits of Microsoft Office 2007 and 2010.
- 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.

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