



## Myriad Group Announces USSD Twitter Certification

- *Myriad becomes a certified Twitter partner, offering 'Twitter for USSD' services to mobile operators*
- *Myriad now provides low-cost access to Twitter via USSD for customers without mobile data in Latin America, Africa, Asia and India*
- *Twitter for USSD has potential to reach hundreds of millions of users across the world*

**ZURICH, Switzerland – 9 December, 2013** – [Myriad Group AG](#) (SIX: MYRN), the company creating and connecting communities across mobile, today announced an agreement with Twitter which certified Myriad's "Twitter for USSD" service as an approved Twitter experience.

"Twitter for USSD" is a text-based mobile messaging service that provides simple, low-cost access to Twitter for users who do not have a mobile data plan. The service enables users to subscribe to a variety of topics and get real-time updates from their favourite sports, TV, film and music personalities from Twitter. Topics users can select from include news, weather, sports and music.

"Twitter for USSD" will initially be available to mobile subscribers who own feature phones without a data plan in Latin America, Africa, Asia and India. The program is priced at a fraction of the cost of a standard data plan. By making Twitter more accessible through USSD, this certification agreement marks an important extension of Twitter's mobile reach in emerging markets.

Stephen Dunford, CEO Myriad Group commented, "*Twitter's certification and agreement to support the deployment of our "Twitter for USSD" service is a major milestone. Our goal is to help extend the growing worldwide popularity of Twitter, by making the service accessible to users who would otherwise be unable to afford to access the service. It is also an important validation of the Myriad Updates product. Myriad is pleased to be working with one of the world's leading social networking providers, to enhance access to Twitter and extend the range of services mobile operators are able to offer to their customers.*"

#ENDS#

### About Myriad

Myriad delivers consumer applications, messaging solutions, and embedded software to leading OEMs, mobile operators, and pay TV providers worldwide.

Our messaging services deliver instant messaging and social networking to tens of millions of users in Latin America, Asia and Africa. Working with some of the world's most successful mobile phone operators, Myriad's market leading chat application, MSNGR,



enables consumers to connect to friends and family for free across feature phones as well as smartphones. Our Updates service, provided over USSD, enables users without data plans to connect to the social networks and chat services they want to reach in a simple and affordable way. In many cases, Myriad's services are providing users with their first experience of the Internet.

Our market proven and innovative connected home solutions are found in billions of mobile phones and tens of millions of set-top boxes and Blu-ray players.

We operate worldwide, with offices in Switzerland, France, UK, USA, Canada, Mexico, India, UAE, China, South Korea, Taiwan, Japan, and the Philippines. Headquartered in Zurich, Switzerland, Myriad is listed on the SIX Swiss Exchange (SIX Symbol: MYRN).

For more information please visit our website: [www.myriadgroup.com](http://www.myriadgroup.com). You can also follow us on twitter @MyriadGroup, and view our YouTube Channel - [YouTube.com/myriadgroupmarketing](http://YouTube.com/myriadgroupmarketing).

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