

NEWS RELEASE

Freetown - 19th January 2010

For Immediate Release

OVER 12,000 SIERRA LEONEAN'S SIGN UP FOR SPLASH **SPLASH ANNOUNCES A MOVE TO FULL COMMERCIAL EXPANSION** **AFTER A SUCCESSFUL 3 MONTH TRIAL**

January 19, Freetown, Splash mobile money announced today the conclusion of its initial pilot phase and the move to full national expansion.

“We are already present in 30 agency locations in all major cities around the country and plan to shortly have a presence in each and every Chiefdom of Sierra Leone” said Sheka Forna, director of Splash.

The company announced that over 12,000 subscribers have now joined the scheme, well in excess of the initial objective of 3,000 set early in the program.

“We believe that this is clearly indicative of the pent-up demand for financial services in the country” added Mr. Forna

“This is a “Made in Sierra Leone” success story and the support of the Mobile Operators, GT Bank, NATCOM and the Government of Sierra Leone has been instrumental in giving life to this local entrepreneurial venture” said Ben Farren Director of Splash.

Our challenge now is to bring the service to all corners of the country and to build our client, agent and merchant base.

Press Contact:

Sheka Forna 076 877 018

sheka@splash-cash.com

