

FOR IMMEDIATE RELEASE

Pervasive Group Delivers Parental Control Solution to Saudi Arabia

Mobily Guardian™ Launches As the First Carrier-branded Mobile Parental Control Solution in Kingdom of Saudi Arabia, Powered by MMGuardian™

Clifton, New Jersey, USA - January 28, 2014: Pervasive Group, Inc. is pleased to announce the launch of Mobily Guardian™, the first carrier-branded Mobile Parental Control solution in the Kingdom of Saudi Arabia. Mobily Guardian, powered by the award-winning and patent-pending MMGuardian™ Mobile Parental Control platform and technology, provides a feature-rich, cloud-based, and carrier-grade mobile parental control offering for parents who want to protect their children from the risks and dangers associated with smartphone use.

Mobily Guardian combines an advanced set of features as well as an intuitive user interface available in both English and Arabic. With Mobily Guardian, parents can easily:

- locate their children and track their locations over time
- set time limits which will lock the device during study or sleep periods
- specify times of day and days of the week when individual applications can be used
- block or allow calls from specific contacts and numbers
- monitor text messages for inappropriate language
- prevent texting while driving, and much more.

Mobily Guardian also incorporates the proprietary MMGuardian Uninstall Protection and Tamper Prevention Engine to keep the app from being tampered with or uninstalled.

“We are thrilled to offer our advanced mobile parental control solution under the well-known Mobily brand to Mobily customers throughout Saudi Arabia,” said Pervasive Group, Inc. CEO James Zhou. “Mobily continues to demonstrate their commitment to bringing innovative services to their users, and we are honored to have been chosen to partner with them on this exciting and ground-breaking launch.”

Mobily Guardian is available in Saudi Arabia on Google Play on either a monthly or annual subscription basis.

The MMGuardian platform behind Mobily Guardian is one of the first Over-The-Top mobile parental control solutions to incorporate carrier billing, and is available to carriers around the world whose customers are seeking a solution to the challenges of managing their children’s smart phone and tablet usage. MMGuardian is easily customizable, may be carrier-branded and internationalized, and can be quickly deployed onto any carrier app store or co-branded on Google Play. As a cloud-based solution, MMGuardian can be quickly deployed with little or no capex/opex, network integration, or time consuming testing cycles, resulting in a very low cost of ownership with minimal support and maintenance.

About Mobily

Etihad Etisalat (Mobily) was established in 2004 by a consortium led by Etisalat, the UAE based telecom conglomerate. Mobily is the official brand name of Etihad Etisalat, renowned as the second mobile service provider in the Kingdom of Saudi Arabia.

About Pervasive Group, Inc.

Pervasive Group Inc., headquartered in Clifton, NJ, USA, is the developer of the award-winning and patent-pending MMGuardian™ mobile parental control platform, enabling parents to guide, manage and monitor their children's mobile experience. The company has been recognized as a leader in emerging technology, as one of only ten companies accepted by the state of New Jersey Economic Development Authority to participate in the TechLaunch™ accelerator program in 2012, and as the recent winner of the CTIA 2013 Emerging Technology Award for Best Mobile App in the Productivity, Utility, and Public Safety category. The company has also been recognized as a finalist in the CTIA MobITS Awards (October 2013), the TC3 Spiffy Awards (September 2013) and the SXSW HATCH competition (February 2013). MMGuardian™ is a trademark of Pervasive Group Inc.

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