

Motive and Red Bend Help Operators Overcome Barriers to Mobile and Converged Service Delivery

LAS VEGAS--(BUSINESS WIRE)--April 1, 2008--CTIA Wireless 2008 -- Motive, Inc. (OTC: MOTV), a leading provider of service management software for broadband and mobile data services, and Red Bend Software, the market leader in Mobile Software Management, today announced interoperability between the two companies' solutions, enabling service providers to improve the profit potential of their mobile and converged service offerings.

As new mobile devices enter the market, new services are introduced, presenting exciting opportunities for consumers and increased management challenges for operators. Among the challenges, providers must be able to roll out and provision new services, diagnose and repair problems, and consistently manage services across a range of devices, applications, operating systems and networks - without jeopardizing the quality of the subscriber experience.

To address these challenges, Motive and Red Bend have collaborated to ensure interoperability between their respective service and software management solutions, giving operators end-to-end visibility and control over the entire mobile service delivery chain - from the consumer device to the back-office and network core.

Motive has verified interoperability between its Mobile Service Management solution and Red Bend's vCurrent(R) Mobile and vDirect Mobile(TM) client software, establishing a standards-based reference design for the activation, provisioning, configuration and ongoing management of revenue-generating services. Interoperability was achieved using Open Mobile Alliance (OMA) standards such as Device Management (DM) 1.2 and the Firmware Update Management Object (FUMO) 1.0 enabler.

"With Red Bend's client software deployed on over 255 million mobile devices worldwide, we are committed to ensuring interoperability of our FOTA and device management software with standards-compliant server solutions," said Richard Kinder, vice president of technology at Red Bend Software. "By working with Motive, we can offer a standardized interface between an operator's management systems and applications, and the end-user mobile device. This will enable seamless provisioning and simplified management of a wide range of subscriber services as the worlds of fixed and mobile services converge."

Red Bend's vCurrent Mobile enables manufacturers to create firmware updates for mobile devices and for operators and OEMs to deploy and install the updated firmware over-the-air (FOTA). Red Bend's vDirect Mobile allows remote configuration, provisioning and updating of mobile phones and wireless devices over the air. In a recent study, Ovum, a leading independent market research firm, named Red Bend the FOTA market share leader, powering 49 percent of all new FOTA-enabled mobile phones.

"The more pervasive mobile services and devices become, the greater the expectations of consumers with regard to how easy they should be to purchase, use and maintain," said Neil Dholakia, Chief Technology Officer at Motive. "Our collaboration with Red Bend enables providers to improve the profit potential of their mobile and converged services while delivering a consistently high-quality experience to subscribers."

Motive's Mobile Service Management products are built on a standards-based platform that enables providers to provision, manage and support a variety of mobile and converged services. Leveraging automated, self-service and assisted-support capabilities, Motive helps operators scale the delivery and management of mobile and rich media services to millions of end-user devices.

About Motive, Inc.

Motive provides service management software for broadband and mobile data services. Motive's software is helping wireline, wireless, cable and satellite operators worldwide deliver a new generation of IP-based services that seamlessly integrate voice, video and data into a single, connected experience. With Motive, operators can leverage one service management platform to automate and remotely manage key customer touch points throughout the service lifecycle, across multiple services, networks and devices. The result is a consistent, unified experience for both

customers and service providers that increases revenues from new and converged services, reduces fulfillment and support costs, and drives greater customer satisfaction and loyalty. For more information, please visit www.motive.com.

About Red Bend Software

Red Bend Software helps mobile phone manufacturers and network operators to accelerate the adoption of new services and features, respond rapidly to customer needs, and reduce support costs through mobile software management solutions. LG Electronics, Motorola, NEC, Sharp, Sony Ericsson and other large handset manufacturers use Red Bend's firmware over-the-air (FOTA) mobile client software to quickly and reliably deliver compact firmware updates to more than 255 million mobile phones in the hands of consumers. Founded in 1999, Red Bend Software is a privately held, venture capital-financed company with offices in China, Israel, Japan, Korea, the U.K and the U.S. More information is available at www.redbend.com.

Forward-Looking Statements

This press release contains certain forward looking statements, within the meaning of the federal securities laws, which are identified by the use of the words "believes", "expects", "anticipates", "will", "contemplates", "would", "should", "may", "estimate", "intend", "plan" and similar expressions that contemplate future events. These forward-looking statements are subject to risks and uncertainties that could cause our actual results or performance to differ materially from that indicated in the forward-looking statements. These risks and uncertainties include, but are not limited to, our history of operating losses and net losses, our ability, and that of our new independent accounting firm, to complete our audited financial statements for the years ended December 31, 2005, December 31, 2006 and December 31, 2007, and reviewed financial statements for relevant interim periods, our ability to complete and file our delinquent SEC reports, the fact that our historical financial results are not finalized and are subject to change, the outcome of an ongoing SEC enforcement investigation, the completion of previously announced settlements of securities and shareholder derivative litigation, and those additional risk factors and uncertainties discussed in our filings with the SEC, which are available at www.sec.gov. Statements included in this press release are based upon information known to us as of the date of this press release, and we assume no obligation to update any information contained in this press release.

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