

**Motive, Inc. to Release First Quarter 2008 Results on April 30, 2008**

AUSTIN, Texas--(BUSINESS WIRE)--April 24, 2008--Motive, Inc. (OTC: MOTV), a leading provider of management software for broadband and mobile data services, said the Company will release unaudited financial results for the first quarter ended March 31, 2008 on April 30, 2008. The earnings press release will be issued prior to market opening and will be followed by a conference call with members of senior management at 10:00 a.m. ET.

Investors and analysts can access the conference call by dialing (888) 713-4216 or (617) 213-4868, and using the participant pass code 66988663. Investors are advised to dial into the call at least ten minutes prior to the call to register. Participants may pre-register for the call at <https://www.theconferencingservice.com/prereg/key.process?key=PF6LDAFMU>. (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists). Pre-registrants will be issued a pin number to use when dialing into the live call which will provide quick access to the conference by bypassing the operator upon connection.

The live conference call can also be accessed via webcast at <http://ir.motive.com>.

A replay of the audio webcast will be available on the Investor Relations section of Motive's website at <http://ir.motive.com> approximately 2 hours after the live webcast ends. A replay of the conference call will be available through May 7, 2008, and can be accessed by dialing (888) 286-8010 or (617) 801-6888. The pass code for the replay is 89177504.

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.

Motive and the Motive logo are trademarks or registered trademarks of Motive, Inc. All other products or services mentioned herein are trademarks of their respective holders.

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 ability to timely complete the restatement of our historical financial results and timely complete our financial statements for the years ended December 31, 2005 and December 31, 2006 and for interim periods since December 31, 2006, the ability of our new independent accounting firm to complete its audits and reviews of our financial statements, 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 investigation, the outcome of pending securities and shareholder derivative litigation if we are not able to complete the publicly announced settlement of same, and those additional risk factors and uncertainties discussed in our filings with the SEC, which are available at [www.sec.gov](http://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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