

NetOne Win Continues Motive's HDM Momentum

AUSTIN, Texas--(BUSINESS WIRE)--May 30, 2007--Motive, Inc., a leading provider of management software for broadband and mobile data services, today announced another new license of the company's Motive Home Device Manager(TM) (HDM) product.

NetOne, based in Athens, Greece, provides unified voice and data services, chose HDM to help address challenges in its rollout and management of voice-over-IP and high speed Internet services. NetOne said it expects to realize a significant increase in the productivity of customer care and network operations personnel as a result of the move to HDM.

"This new customer win is affirmation that our business and product strategy is working," said Richard Hanna, chief operating officer of Motive. "HDM is quickly becoming the global platform for telecom carriers for residential gateway management."

"After conducting an extensive evaluation we chose Motive for several reasons: the strength of their products; their extensive knowledge of TR-69; the strength of their device interoperability program, and the fact that they are CPE vendor independent," said Pantelis Papadopoulos, SVP Broadband Services for NetOne.

Motive worked with Tel-Net, S.A., on the NetOne contract. "Our expansion in the region has been made possible through the relationships we have developed with local partners like Tel-Net," Mr. Hanna said. "Cultivating relationships with local partners has been a strategic focus for Motive and has helped us win 21 contracts in less than 20 months, and penetrate important customers in leading telecommunications markets globally."

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 forward-looking statements that involve risks and uncertainties relating to the benefits and expected usage of our products by the named customer. Actual events or results may differ materially from those described in this press release due to a number of risks and uncertainties, including, among other things: our ability and our customers ability to achieve broad adoption and acceptance of our products, the ability of our software to produce results for the customer's subscribers, and the compatibility of our software with hardware and software platforms that are used by our customers and their subscribers now or in the future. Additional information concerning these and other risk factors associated with our business can be found in our filings with the Securities and Exchange Commission, 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 release, and we assume no obligation to update any information contained in this press release.

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