

**Motive Receives Award from TMCnet's Communications Solutions  
Mobile Service Management Honored for Outstanding Innovation**

AUSTIN, Texas, Jun 25, 2008 (BUSINESS WIRE) -- Motive, Inc. (OTC: MOTV.PK), a leading provider of service management software for broadband and mobile data services, today announced that its Mobile Service Management Solution has been recognized for excellence in the advancement of voice and data communications by winning TMCnet's Communications Solutions 2007 Product of the Year Award.

As mobile services become more complex, simply managing the device is no longer an option. Service providers need the ability to deliver a seamless customer experience across both devices and services.

Motive's Mobile Services Management (MSM) Solution is a critical component of Customer Experience Management (CEM) which helps service providers stream-line the delivery and management of complex mobile and converged services. By using Motive's Mobile Service Management, service providers can accelerate the roll out and management of mobile and converged services by providing a unified management platform that can be use to manage multiple devices, services and networks.

Motive is proud to have been selected as a recipient of TMCnet's Communications Solutions award for 2007, said Ben Geller, Senior Director of Marketing. Our innovative portfolio of mobile and converged service management solutions, provide mobile and broadband service providers with tools they need to create a simple and seamless customer experience. This award is another proof point of Motive's commitment to quality and excellence as we continue to deliver solutions that improve the customer experience while providing tangible ROI. We are excited to have our vision, thought leadership recognized as a result of this award, stated Geller.

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](http://www.motive.com).

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in-person and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, and IMS Magazine. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by nearly one million US visitors according to Quantcast\* and by over three million unique visitors each month worldwide, according to Webtrends In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, Call Center 2.0 Conference and Communications Developer Conference.

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#### 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](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.

SOURCE: Motive, Inc.

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