ASX/MEDIA RELEASE

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AZURN RELEASES MERLIN KONNECT TO PROVIDE INTEGRATED CONFERENCING TO THE WORLD

Global business solutions company, **Azurn International Limited's (ASX: AZU)** is pleased to announce the release of Merlin Konnect to a worldwide audience.

MERLIN KONNECT

Merlin Konnect is a fully patented hardware platform conferencing solution with integrated voice (audio conferencing), video and data (web conferencing) capabilities, using existing internet service providers (ISPs). Azurn will be rolling out this conferencing product offering to Small to Medium Enterprises (SME markets) across three geographic locations. These locations include Australia, UK/Europe and India using ISPs as channel partners by providing ISPs dedicated access to the Merlin hardware platform. ISPs will then be able to cross sell and offer immediate complementary services to their existing customers with minimal customer acquisition cost with the benefit of attractive reseller margins. In addition, increased usage of the Merlin Konnect Conferencing service will also increase the end users' ISP's data revenue.

GLOBAL AND REGIONAL GROWTH

Global and regional growth for the conferencing market is still experiencing double digit growth, and will continue to for some time as forecasted by agencies like Frost & Sullivan, Wainhouse Research and IDC. The economic and environmental drivers will only increase adoption of such technologies, and it is already a mainstream business where pricing and ease of use will be the key differentiation factors. By partnering with ISPs, Azurn intends to influence and become a dominant force in the existing fragmented market of teleconferencing, web conferencing and video conferencing.

CONFERENCING MARKET STATUS

In 2009, the conferencing market is fragmented and dominated by silo players each offering services in their sphere of influence, namely; audio, video or web conferencing solutions/services.
The major players are:

1. Global software players delivering web conferencing with VoIP for voice
2. Regional telco carriers owning audio conferencing switch and reselling web conferencing of software players
3. Enterprise unified communications software vendors with voice conferencing through IP networks.

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However, for any productive real-time conference session, all audio, video and data conferencing must work seamlessly. The resultant effect is that most major players eventually partner with other associated companies and this means that telco carriers bundle voice, video and web conferencing to consumers. The cost of bundling and provisioning makes this expensive and complicated for the end users. For example, a high quality audio and web conferencing event between five participants in Australia, for an hour, still costs approximately A$150. Most businesses therefore source the cheapest teleconferencing service provider and the cheapest web conferencing provider and use both services in an non- integrated manner *or* they pay a higher price to the telco carriers for a bundled service.

Merlin Konnect eradicates this complexity of connecting people. The lower cost structure makes it easier for SMEs to leverage the power of convergence and provide the necessary tools to integrate their business applications.

For more information please visit the Company's website at: www.azurn.com.au

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About Azurn International Limited

Azurn International is a global provider of business solutions that boost efficiency in workplace, customer service and educational environments. The company's core capabilities lie in communication and online publishing technologies. The Company's publishing technology enables large volumes of printed material to be converted to XML for online distribution and access. The company's patented communication technologies seamlessly combine a wide range of voice, data and video sources that enable real time multi-party interactivity.

Whilst Azurn has many projects underway, two large projects include:

EDUCATING THE MASSES:

Azurn is working on a project with Hughes Communications to connect 30,000 points of presence in India – every point of presence can cater between 10 to 100 students. Interactively, the solution can deliver any academic course and corporate training classes from anywhere in the world to this connected community. The relationship we have in India with Hughes will be extended to cover several other countries. Through a revenue share model, Azurn annually could expect to earn approximately $100 per student seat from within each point of presence.

CONNECTING PEOPLE-AT-WORK:

Azurn has established revenue share reseller relationships in UK/Europe, India and Australia. Azurn is now setting up facilities that will allow in excess of 900 people-at-work (in groups of three or more across several simultaneous sessions) to "interact" with each other at any given time within the SME markets of these geographies. Easy to provide and convenient to use, these interactions will enable people at work, within the SME sector to chat, talk and share information in real time using whatever devices they already have. Today, such high end interactions (quality of service guaranteed) delivered through carriers cost the end-user AU$0.50+ per person, per minute.

Headquartered in Melbourne, Australia, Azurn has a direct presence in five markets – Australia, Singapore, India, USA and the UK, and operates world-class development centers in Bangalore, Pune and Coimbatore in India. The Company has over 370 employees worldwide.

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