

Media Release

October 14, 2009

**First commercial text messaging smoking cessation service
marks one year of operation**

***HSAGlobal's STOMP cited by New Zealand's The Quit Group
as key part of innovative quit smoking program***

Auckland, New Zealand – The Quit Group, a charitable trust funded by the New Zealand Ministry of Health, has recently marked one year of successful operation with HSAGlobal's STOMP text message-based smoking cessation service. Branded Txt2Quit, this program has been instrumental in reaching The Quit Group's primary target of 16-to 24-year old New Zealanders (particularly Māori and Pacific youth), of whom 27.3% were reported in 2008 to be current smokers. Coincidentally, this is a key demographic of text messaging users.

STOMP sends smokers trying to quit a series of personalized text messages over 26 weeks. The next-generation service uses text messages based on a clinically-developed program with proven medical efficacy and offers several interactive features. Clinical trials have shown that using STOMP doubled reported quit rates from 13% to 28% after six weeks.

The healthcare industry solutions group of Microsoft recently published a case study on The Quit Group's use of STOMP. The case study can be read online at:

http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000005315

About STOMP

STOMP (STop smoking Over Mobile Phone) empowers smokers to quit by enabling them to be a stakeholder in their own well-being, acting as a reminder that they want to give up smoking and providing distraction and motivation to help them stop smoking. Messages follow a clinically-developed 26 week program with phases building up to the user's nominated quit day, followed by an intensive period and then maintenance. Messages use various intervention techniques including tips on quitting, support while quitting, facts about smoking and the ability for users to respond to multiple choice polls. Users can also send a message to the service when they are craving a cigarette, have accidentally smoked a cigarette or have relapsed and will receive specific support for coping with those problems. Individual users can designate a period each day when they will not receive texts, and the STOMP service can be configured so that it will not send texts during specific times of day,

such as school hours. In 2008 STOMP was awarded the Telecommunication Users Association of New Zealand (TUANZ) Award for Innovation in Health.

About The Quit Group

The Quit Group is a charitable trust set up to run quit smoking programs in New Zealand, including the national free telephone support Quitline. Their aim is to reduce the number of New Zealanders who smoke, with a particular focus on Māori smokers. They develop and provide innovative quit smoking programs, television, radio, online and print quit campaigns as well as evidence-based tobacco control facts and figures. The programs are funded by the Ministry of Health. For more information, please visit <http://www.quit.org.nz>

About HSAGlobal

HSAGlobal builds and distributes healthcare software products for integrated care and long term condition management. Our products address the needs of providers and clients in the home & community care, long term & aged care, mental healthcare, and chronic care sectors. HSAGlobal conducts business in New Zealand, Australia, Canada and Singapore, with staff and Service Provider partners in each country. HSAGlobal also has customers in the United States. Corporate headquarters and research & development are based in Auckland, New Zealand. HSAGlobal is a Microsoft Certified Partner. For more information, please visit www.hsaglobal.net

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