



For Immediate Release

ONE ECONOMY EXPANDS BROADBAND INITIATIVES IN AFRICA WITH LAUNCH OF CAMEROON AND NIGERIA WEB PORTALS

<http://nigeria.thebeehive.org> <http://cameroon.thebeehive.org>

Connects Residents to Local Resources from Malaria Prevention to Job Training

May 26, 2010 Abuja, Nigeria— One Economy, a global nonprofit that uses innovative approaches to deliver the power of technology and information to low-income people, unveiled today community-driven web portals in Nigeria and Cameroon, referred to as “Beehives.” The Nigeria and Cameroon Beehives, <http://nigeria.thebeehive.org> and <http://cameroon.thebeehive.org>, provide culturally relevant and easy to use information and resources to improve the lives and economic outlook of low-income residents.

With funding from Cisco and with support from two international partner organizations, Inveneo and Appleseeds Academy, One Economy worked with local community residents in Nigeria and Cameroon to identify their information needs and to create online content that empowers them to make more informed decisions. On May 26th, special guests joined One Economy’s local partners for a special preview of the Nigeria Beehive in Abuja, Nigeria at the Nigeria Beehive launch. That same day, One Economy launched the Cameroon Beehive, sharing information and resources in both French and English targeted to Cameroonian residents.

“Access to vital information on the Internet can mean the difference between prosperity and poverty,” said Moustafa Mourad, Interim President and CEO of One Economy. “One Economy and its partners are working hand in hand with these communities to connect them to 21st century technology and resources tools that are essential to economic development.”

In order to identify the pressing community development issues and to build consensus around technological solutions, One Economy hosted workshops in both countries with over 100 community residents, most of whom work for community-based organizations with a strong understanding of local issues. One Economy engaged these partner organizations to participate in and guide the content creation process. Online content developed for the two websites comprises both best-practice information and localized resources targeting a variety of relevant local themes, including alternative sources of energy, small business financing, agricultural techniques, women’s rights, employment, and health care.

One Economy began its work to bring localized online content, technology training, and broadband access to underserved communities outside the United States in 2005. Following a comprehensive series of meetings with local nonprofits and community leaders in 2007, One Economy opened its first community knowledge center, and launched a youth technology training program and multi-lingual community web portal (<http://durban.thebeehive.org>) in the Durban Industrial Basin in South Africa, a region gripped by an economic recession.

“Working with our partners, Cisco has seen firsthand the power of technology in transforming lives,” said Zika Abzuk, Manager of Cisco Corporate Affairs, responsible for Europe, Middle East and Africa “Bringing that technology to underserved communities relies on community engagement and collaborations with dedicated partners like One Economy, Inveneo, and Appleseeds Academy.”

The African continent is vastly unconnected, with nearly all African countries ranking 100th or lower in Internet penetration. Through the Clinton Global Initiative, Cisco, One Economy, Inveneo, and Appleseeds Academy are building Community Knowledge Centers throughout Africa where local residents can go to access the Internet and benefit from a variety of broadband programs and services, including the Beehive information portals and training courses to build the technical skills of local residents. One Economy has now launched Beehives in six African countries, including Cameroon, Ethiopia, Kenya, Nigeria, Rwanda, , and South Africa. Additionally, Cisco, One Economy and local partners have launched similar multi-lingual broadband initiatives in Israel, Jordan and Turkey.

“I was unable to utilize a computer and made a decision to enroll in computer classes at One Economy. Now I run a moderately successful business,” said Rita Nunn a resident of Durban, South Africa. “Members of my community are extremely grateful and thankful to the funders of this enterprise and hope that One Economy continues to help this community as there is a high unemployment rate and this center allows the youth and the unemployed access to jobs.”

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One Economy is a global non-profit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy’s online tools and resources including public-purpose media at www.pic.tv to build better lives. Learn more at www.one-economy.com. To date, One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, and the Middle East.

Appleseeds Academy works to reduce social gaps by using technological tools. It specializes in the creation, management, and operation of advanced technologies and educational programs.

Cisco, (NASDAQ: CSCO), the worldwide leader in networking that transforms how people connect, communicate and collaborate, this year celebrates 25 years of technology innovation, operational excellence and corporate social responsibility. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

Inveneo delivers highly sustainable and affordable ICT solutions for organizations that provide vital services—education, healthcare, economic development—in rural and underserved areas in the developing world.

