

General Magic Licenses magicTalk Voice Gateway™ to Empower Interactive Group --Enhancing Mobile Tele

Offering advanced voice/wireless data messaging platform for global enterprises

April 12, 2001 — SUNNYVALE, Calif. (April 11, 2001) — General Magic, Inc. (Nasdaq: GMGC), a pioneer in voice application software and services, today announced that Empower Interactive, a software development firm focusing on solutions for the wireless Internet, will utilize the magicTalk Voice Gateway to extend its current SMS (short messaging service) offering by adding voice functionality. Empower Interactive is among the first European companies to license the magicTalk Voice Gateway, General Magic's VoiceXML-based server-side software that allows quick and easy voice application development and deployment.

"We are very pleased to offer our partners and clients the most advanced voice/wireless data and messaging platform available in conjunction with General Magic," said Michael Ohr, CEO of Empower Interactive. "By integrating our Empower SMS Gateway Server with General Magic's industry-proven magicTalk Voice Gateway, we are now able to combine the two most pervasive services for mobile telecommunications, voice and text messaging, into a single platform for applications. This alliance dovetails with Empower's strategy to partner with best of breed products that augment our position as the industry standard platform for wireless messaging." Steve Sahara, Empower CFO, added, "Now our clients can use spoken commands as an alternative input method for our SMS services." The Empower SMS offering is compatible with a wide variety of enterprise applications including most common email clients, application servers, customer relationship management software, enterprise resource planning software and work flow systems. By adding a voice channel to its offering, Empower will give global businesses the opportunity to leverage their existing infrastructure, increasing revenue, improving customer service, increasing employee productivity, improving process efficiency, as well as extending existing application functionality. "The convergence of wireless and Internet technologies is fueling the global need for access to enhanced information and services on the move. We are pleased that Empower has selected our Voice Gateway to extend their SMS platform with voice functionality to address this need," said Kathie Layton, CEO and president of General Magic. "This relationship also supports our goal to proliferate the global development and deployment of best-in-breed enterprise voice applications."

About General Magic

General Magic provides software and supporting voice dialog design and hosting services that enable companies to quickly and efficiently provide anytime, anywhere access to information and services over the telephone. General Magic's VoiceXML-based solutions enable businesses to easily integrate voice access into enterprise applications using a broad selection of speech recognition technologies and telephony interfaces. These solutions help businesses improve customer relations, deliver value-added service and provide unlimited access to content. . General Magic is headquartered in Sunnyvale, California. For additional information, visit the company's web site at <http://www.generalmagic.com>.

About Empower Interactive

Empower Interactive develops the industry standards in carrier grade messaging software for the wireless Internet. Our software allows our partners and clients to increase revenue, save time, and reduce costs. Our products bridge the gap between enterprise systems and mobile networks. Organizations such as HP, Logica, Sonera, Siemens, Thus, and BT Cellnet use Empower Interactive software to deliver innovative enterprise messaging services both reliably and profitably. Our products are compatible with over 95% of global wireless messaging networks. Empower Interactive is headquartered in London, United Kingdom. For more information about Empower Interactive, please visit the company's website at <http://www.eigroup.com>.

