

Megasoft extends cash tender offer for Boston Communications Group to August 29, 2007

BEDFORD, Mass. & HYDERABAD, India, August 29, 2007

Megasoft Limited (BSE Code No.: 532408) today announced that its direct wholly-owned subsidiary, Tea Party Acquisition Corp., has extended its previously announced tender offer for all outstanding shares of Boston Communications Group, Inc. (NASDAQ:BCGI) at a price of \$3.60 per share, net to the seller in cash, without interest, to 6:00 p.m., New York City time, on Wednesday, August 29, 2007, unless the tender offer is further extended. The tender offer was previously set to expire at 12:00 midnight, New York City time, on Friday, August 24, 2007.

The depositary for the tender offer has advised Megasoft Limited that approximately 13,960,647 shares had been validly tendered and not withdrawn in the tender offer as of August 24, 2007, representing approximately 78% of Boston Communications Group, Inc.'s outstanding shares. The depositary also received Notices of Guaranteed Delivery with respect to an additional 1,904,432 shares, which, together with the foregoing, represent (if such shares are delivered pursuant to the guaranteed delivery procedures set forth in the Offer to Purchase), approximately 88% of Boston Communications Group, Inc.'s outstanding shares.