

April 13, 2012

Richard Lee
Chief Executive Officer
River Reach
31-35 High Street, Kingston-upon-Thames
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United Kingdom

Re: Creativity and Iran

Dear Mr. Lee,

United Against Nuclear Iran (“UANI”) is writing to express its concern about Creativity Software’s (“Creativity”) ongoing business activities in Iran’s telecommunications sector. As part of our “Tech and Telecom Campaign,” UANI is asking telecommunications companies to clarify the nature and extent of their existing contracts and long-term business goals in Iran. Ultimately, UANI strongly believes that the only responsible course of action for corporations like Creativity is to end all business activities in Iran, including the service and maintenance of past contracts.

The reasons for this are manifold. First, Iran has established itself as a clear threat to international peace and security. For years, Iran has been pursuing an illegal nuclear weapons program in defiance of the international community. The discovery in early January that the Iranian regime began enriching uranium to the 20 percent level at its Fordow facility only further confirms that Iran’s nuclear program is neither peaceful nor civilian in nature. In addition to its nuclear activities, Iran remains the world’s leading state sponsor of terrorism and has sponsored well-known terrorist groups like Hamas, Hezbollah and al-Qaeda.

While Iran’s nuclear and terrorist activities should serve as sufficient justification for a corporation to pull out of Iran, the regime’s serious human rights abuses should also be of concern to Creativity. As you know, there is ample evidence of the Iranian regime using telecommunications equipment to illegally track, monitor, and in some cases arrest, detain and torture individual citizens opposed to the current extremist regime in Tehran. While UANI recognizes that telecommunications corporations do not condone this activity, many are concerned that corporations such as Creativity are allowing their technology to be used to perpetrate egregious human rights abuses.

For example, in 2009, Creativity was selected by MTN Irancell to provide ‘end-to-end’ Location Based Services (“LBS”) in Iran. (Creativity Website, “[MTN Irancell selects Creativity](#)”

[Software to provide 'end-to-end' LBS solutions,](#)” 8/1/2009) As you know, LBS use the geographical location of mobile user equipment to ‘offer a range of services to consumers.’ (Creativity Website, “[Why Creativity?](#)”)

The recipient of this LBS capability, MTN Irancell, is 51% owned by the Iranian regime. More specifically, MTN Irancell is owned by Iran Electronics Industries (IEI), an entity sanction-designated by the U.S. and EU as ‘engaged in proliferation activities and their support networks,’ and the Mostazafan Foundation of Islamic Revolution, a “Bonyad” organization directly supervised by Iran’s Supreme Leader. Both IEI and Mostazafan are closely linked to the regime’s radical Islamic Revolutionary Guard Corps (“IRGC”), which serves as caretaker of Iran’s ballistic missile and nuclear weapons programs and is the key instrument used to suppress Iran’s internal pro-democracy movement. Creativity’s ‘consumer’ in Iran is therefore the Iranian regime. In light of the foregoing, the provision of such LBS capability to MTN Irancell is deeply troubling.

UANI is also concerned by reports that a Creativity system sold to Iran enables Iranian law enforcement and security forces to monitor cell phone locations. The system can reportedly record a person’s location every 15 seconds, and triggers an alarm when two targets come in close proximity to each other. The system also stores data and can generate reports about a person’s movements. These reports state that Creativity’s own employees were concerned about the way such equipment would be used in Iran. (Bloomberg, "[Iranian Police Seizing Dissidents Get Aid of Western Companies,](#)" 10/30/2011) Put bluntly, Creativity’s provision of such technology and equipment to Iran is facilitating the ability of the regime to wage a campaign of oppression against its own citizens.

Creativity should also be aware of legislation that could directly impact Creativity’s ability to procure U.S. government contracts. Section 106 of *The Comprehensive Iran Sanctions Accountability and Divestment Act of 2010* (CISADA) requires the U.S. to ban the “procurement of goods or services with a person that exports sensitive technology to Iran.” CISADA defines sensitive technology as “hardware, software, telecommunications equipment, or any other technology” that is used to “(A) to restrict the free flow of unbiased information in Iran; or (B) to disrupt, monitor, or otherwise restrict speech of the people of Iran.”

Notwithstanding the potential legal ramifications of Creativity’s actions in Iran, the people of the U.S. and the international community find Creativity’s actions galling. Creativity must understand why groups such as UANI will join others in shining a light on Creativity’s callous and highly irresponsible business practices by educating U.S. policy-makers and the American public alike.

It is time for Creativity to follow the lead of other responsible global corporations and end its business activities in Iran, particularly in light of the fact that technology provided by Creativity is being used to perpetrate terrible crimes against the people of Iran. The Iranian regime is imperiling the long-term stability of the region, the security of the international community and its own citizens as well as the entire nuclear nonproliferation regime. It is incumbent on all of us, governments, private citizens and corporations alike, to take concrete steps to oppose this ongoing and dangerous threat.

Please let us hear from you by April 19, 2012 regarding Creativity's existing and future business plans in Iran.

Very truly yours,



Ambassador Mark D. Wallace

- cc: The Honorable Joseph I. Lieberman
Chairman, United States Senate Committee on Homeland Security &
Governmental Affairs
- The Honorable Susan M. Collins
Ranking Member, United States Senate Committee on Homeland Security &
Governmental Affairs
- The Honorable John Kerry
Chairman, United States Senate Committee on Foreign Relations
- The Honorable Richard Lugar
Ranking Member, United States Senate Committee on Foreign Relations
- The Honorable Mark Kirk
United States Senate
- The Honorable Jon Tester
United States Senate
- The Honorable Robert Menendez
United States Senate
- The Honorable Peter T. King
Chairman, United States House Committee on Homeland Security
- The Honorable Bennie Thompson
Ranking Member, United States House Committee on Homeland Security
- The Honorable Ileana Ros-Lehtinen
Chairman, United States House Committee on Foreign Affairs

The Honorable Howard Berman
Ranking Member, United States House Committee on Foreign Affairs

The Honorable Howard P. McKeon
Chairman, United States House Armed Services Committee

The Honorable Henry Waxman
Ranking Member, United States House Committee on Energy and Commerce

The Honorable Steve Israel
United States House of Representatives

The Honorable Ted Deutch
United States House of Representatives

The Honorable Nita Lowey
United States House of Representatives

The Honorable Carolyn Maloney
United States House of Representatives

The Honorable Gary Ackerman
United States House of Representatives

The Honorable Rob Andrews
United States House of Representatives

The Honorable Steve Chabot
United States House of Representatives

The Honorable Gerry Connolly
United States House of Representatives

The Honorable Henry Cueller
United States House of Representatives

The Honorable Susan Davis
United States House of Representatives

The Honorable Tim Griffin
United States House of Representatives

The Honorable Jim Himes
United States House of Representatives

The Honorable Kathy Hochul
United States House of Representatives

The Honorable Rush Holt
United States House of Representatives

The Honorable Jerry Nadler
United States House of Representatives

The Honorable Bill Owens
United States House of Representatives

The Honorable Ed Perlmutter
United States House of Representatives

The Honorable Adam Schiff
United States House of Representatives

The Honorable Betty Sutton
United States House of Representatives

The Honorable Bob Turner
United States House of Representatives

The Honorable Leon E. Panetta
Secretary of Defense, United States Department of Defense

The Honorable Daniel M. Tangherlini
Administrator, General Services Administration

The Honorable David S. Cohen
Under Secretary for Terrorism and Financial Intelligence, United States
Department of the Treasury

HE Sir Mark Lyall Grant
Permanent Representative of the United Kingdom Mission to the UN

HE Sir Peter John Westmacott
Her Majesty's Ambassador to the United States of America

Shirin Ebadi
Defenders of Human Rights Center

David Kramer
Executive Director, Freedom House

Hadi Ghaemi
Executive Director, International Campaign for Human Rights in Iran

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