

MEDIA RELEASE

IMMEDIATE

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The Mobile Revolution!

mHITs launches Easy Canteen – pay for school canteen lunch orders by SMS

mHITs (pronounced Em-HITS) has launched Easy Canteen – a service which allows parents to pay for their child's school canteen lunch order by SMS.

For school canteen operators, Easy Canteen provides a simple, convenient, low cost, cashless payment option that can be added alongside most existing lunch ordering services. Easy Canteen can also be used for over-the-counter canteen purchases. For more information on how Easy Canteen works visit www.mhits.com.au/easy-canteen.

Easy Canteen will be launched at the Federation of Parents & Citizens' Association of NSW Annual Conference on 31 July 2009. The conference will be held at the Penrith Panthers Club, Mulgoa Road, Penrith NSW.

"We are very excited about the launch of Easy Canteen" said mHITs founder and CEO Harold Dimpel. "Easy Canteen is a simple and convenient solution for school canteen lunch order payment. We are also grateful of the support shown so-far by the Federation of Parents & Citizens' Associations of NSW for the Easy Canteen service." he continues.

Easy Canteen is the first of a number of new mHITs services, aimed at providing a solution for specific market applications including retail Point Of Sale, parking, and cashless vending.

what is mHITs?

mHITs is a payment service allows consumers to send and receive payments by SMS text message.

For retail transactions, mHITs allows consumers to pay for coffee or other food and beverage items using their mobile phone simply by sending an SMS text message. Consumers can also use the mHITs service to pre-order their items before arrival at a venue, meaning less queuing and waiting and faster service.

Consumers can also send and receive money instantly via SMS text message between mHITs members. This makes mHITs ideal for applications such as splitting bills, IOUs and taking collections for payments. The service works on all mobile phones, all Australian mobile networks and with any type of mobile plan.

As well as the purchase of food and beverages at retail Point Of Sale, mHITs is also ideal payment method for purchase of mobile content, MP3 and other electronic downloads, or for making purchases for goods and services

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from Internet websites. Other applications include vending machines, parking, taxi fare payment, charity donations and cash back offers.

mHITs recently launched it's "pay for coffee by SMS" service in Sydney, Canberra and Adelaide and has plans for rollouts in other cities later this year. Details of venues currently using the service are available via the mHITs website at www.mhits.com.au.

how it works?

Easy Canteen works by sending SMS text messages to the mHITs server.



Visit www.mhits.com.au/easy-canteen for more information.

contact details

For more details, visit www.mhits.com.au or contact Harold Dimpel on 0410 622 272 or via email at harold@mhits.com.au.

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