

MEDIA RELEASE



IMMEDIATE

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pay for your Taco by SMS

mHITS (pronounced Em-HITS) has expanded its SMS payment service to include Australia's newest and tastiest Mexican Franchise Zambrero to its footprint of venues.

The mHITS service allows consumers to pay for food & beverage items (not just Tacos) simply by sending an SMS. Consumers can also pre-order and pay for their food meaning less queuing and waiting in line and also faster service.

"The addition of Zambrero to the mHITS network of venues marks the expansion of mHITS from coffee to the take-away food and beverage franchise market..." says mHITS founder and CEO Harold Dimpel. "We believe mHITS offers a compelling solution to the problem of queuing and waiting in line at peak periods which consumers find frustrating. Paying by SMS is also very simple and convenient for consumers..." he continues.

For more information visit www.mhits.com.au.

To find out how to get your next Taco free at Zambrero when you pay with mHITS visit www.mhits.com.au/zambrero.

about mHITS

mHITS Limited is an Australian based developer and operator of mobile payment services.

In Australia, mHITS operates the mHITS SMS payment service that 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. 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.

A variant of this solution, Easy Canteen, uses the same technology to provide parents and students the ability to order and pay for school canteen lunch orders by SMS.

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 on both pre-paid and account plans.

As well as the purchase of food and beverages at retail Point Of Sale, mHITS is also an ideal payment method for purchase of mobile content, MP3 and other electronic downloads, or for making purchases for goods and services from Internet websites. Other applications include cashless vending, parking, taxi fare payment, charity donations, coupon redemption and cash back offers.

The Mobile Revolution!

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mHITs recently launched it's "pay for coffee by SMS" service in Sydney, Canberra and Adelaide and has plans for rollouts in other cities this year.

Details of venues currently using the service in Australia are available via the mHITs website at www.mhits.com.au.

about Zambrero

Zambrero Fresh Mex Grill is the brainchild of medical doctor and philanthropist Dr Sam Prince. Whilst paying his way through medical school by working in Mexican restaurants, Sam discovered a passion for Mexican cuisine and started to concoct his own recipes. Through the integrity of fresh and high quality ingredients, fused with gourmet cooking techniques, Zambrero's became a taste sensation. One food critic remarked, "it's like crushed up happiness in a soft tortilla".

Zambrero has venues in Canberra, Sydney and Adelaide and plans for venues in other cities later this year. For more info visit www.zambrero.com.

how it works?

mHITs works by users sending SMS text messages to interact with the mHITs server. Payments can be made to other mHITs users, and can also be made to unregistered users. More money can be added from any bank account, or money can be moved out of the system back into a bank account. See below for a summary:

Text your keyword to 0428 696 448

Keyword	Description
pay <mobile> <amount> <message>	send money
balance	account balance
bank <amount>	transfer
buy <merchant ID> <amount> <reference>	buy goods

Visit www.mhits.com.au for more information. All new users currently receive an immediate \$5 cash sign-on bonus.

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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