

MEDIA RELEASE

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The **Mobile
Revolution!**

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mHITS FINALIST in Mobile Marketing and Advertising Awards 2005

mHITS has been nominated as a finalist in the "Best application of mobile payment" category of the Australian Mobile Marketing & Advertising Awards 2005. The winner will be announced at the awards ceremony to be held in Darling Harbour Sydney on 15 September 2005. The category, awards the most effective use of the mobile phone to pay or transact payment for goods or services, and the most creative solution of using mobile as a charging tool. This also includes any application whereby the consumer is charged to interact via mobile. Applications include:

- Premium rate campaigns
- M Banking
- M Ticketing
- M Coupons
- Bar codes
- Payment for mobile content
- Credit card applications
- Charity donations

Judges will look for dollars generated, consumer benefits in terms of ease of use, security of payment, consumer uptake and cost savings. Other finalists in the category are *Australia Unites - Reach out to Asia Appeal* (Legion Interactive), *Citibank Australia - Mobile Banking*, and *Grinspoon Concerts - Triple redemption m-ticket*.

"To be nominated as a finalist in the MMA Awards is recognition and acknowledgment of the innovation which SME's can achieve in a highly competitive market" say's mHITS managing director Harold Dimpel. "The mHITS platform is world leading innovative technology. Electronic re-charge preformed directly from a mobile handset is not simply a convenience, it is an inevitability. The fact that Vodafone and Revolution Mobile have recently launched a similar service, proves the concept is viable" he continues.

about the MMA Awards

Now in year four, the MMA Awards is run by the Australian Direct Marketing Association and sits with ADMA's Mobile Marketing Council. ADMA has actively promoted responsible use of mobile marketing with the launch of the Mobile Marketing Code of Conduct last year. Visit www.mmaawards.com for more details of the awards.

about mHITS

mHITS was launched as a proof of concept service in 2004 and allowed customers to purchase and receive pre-paid mobile re-charge vouchers directly from their mobile handset. The first service of it's type, customers would order their voucher by sms text message and receive a reply sms with a re-charge PIN. The PIN was used to apply credit to their pre-paid account in the usual way. All major Australian pre-paid mobile networks were supported including Vodafone, OPTUS, Telstra, Virgin Mobile, Orange, Three, AAPT, and Boost.

Recharge your mobile...
from your mobile!

mHITS is an advanced mobile commerce (m-commerce) platform enabling customers to make purchases from their mobile phone using the PAYbySNAP e-wallet payment system. mHITS also provides a much lower cost alternative for micro-payment purchases, faster than and far more competitive than current credit card or EFPOS alternatives. For application developers and service providers, the mHITS platform provides an alternative to premium sms as the tariff (the charge applied to the sms) can be set independently of the telco, It also provides scope for support higher value transaction products and services which are traditionally only available via premium rate IVR (1900 number) or credit card methods.

The mHITS platform can support a wide variety of products but is particularly well suited to those which can be delivered electronically. This includes any PIN based products such as re-charge cards, calling cards, mobile content and entertainment products.

supported networks and products

mHITS currently supplies pre-paid mobile re-charge vouchers and are also working to add new products.

Supported pre-paid mobile networks include Vodafone, OPTUS, Telstra, Virgin Mobile, Orange, Three, AAPT, and Boost.



how it works

Customers order products via SMS (Short Message Service). Orders can also be made on-line at www.mhits.com.au.

1. customer registers at www.mhits.com.au
2. customer sends sms TXT message with network ID to dedicated mHITS number (0428 696 448)
3. mHITS service authenticates user and debits their PAYbySNAP account (standard re-charge value of \$30)
4. customer receives recharge PIN with instructions via sms TXT message

about PAYbySNAP

PAYbySNAP is a FREE e-wallet system and permits secure real time payments and transactions both on-line and also via a mobile handset. Customers receive high interest on their money and can also transfer money in and out of their PAYbySNAP account at any time. Visit www.paybysnap.com for more details.

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.

Recharge your mobile...
from your mobile!