



945 WELLINGTON ST

WEST PERTH

AUSTRALIA 6005

TEL. (08) 9322 7600

FAX. (08) 9322 7602

COMMODITEL LIMITED

ABN 30 000 386 685

4 October 2005

Manager of Company Announcements  
Australian Stock Exchange Limited  
Level 6, 20 Bridge Street  
SYDNEY NSW 2000

### **By E-Lodgement**

### **COMMODITEL SET TO ATTACK THE MOBILE DOWNLOAD MARKET**

CommodiTel Limited (ASX: CMO) through its wholly owned subsidiary, CommodiTel (Australia) Pty Limited today executed a Carriage Service Provider Agreement with Infnitel Pty Ltd ("Infnitel"). Infnitel, a company founded by the CEO of Bugal Pty Ltd, has been established to sell branded SIM cards and has placed an initial order for 10,000 SIMs.

Bugal, through its flagship brands Mobile Mojo and Zany Mobile is one of Australia's leading players in the mobile ringtone, games and wallpaper market and have already sold to over two million customers over the past three years. Mobile Mojo is Australia's longest standing mobile content provider in Australia.

CommodiTel will assist Infnitel in creating its own branded SIM card which will strengthen the relationship it has with Infnitel's customer base by focusing on providing greater gaming solutions for end users or subscribers.

The Infnitel mobile service is due for launch later in this year under the name *gametel* (refer [www.gametel.com.au](http://www.gametel.com.au))

CommodiTel Managing Director George Gelavis said, "The imminent launch of the Infnitel branded SIM will be a significant step change in the mobile phone content industry in Australia. This will be the first branded SIM card in Australia focusing on this market. We are very pleased and excited with Infnitel's initial SIM card order and planned marketing rollout initiatives".

Matt Devine, Director of Infnitel, added "The mobile downloads market is exploding, both overseas and here in Australia. Launching our own mobile service presents a very exciting opportunity for us and will allow us to provide real value propositions for our customers. Through our deal with CommodiTel we are able to obtain a stronger margin than what we currently receive through Bugal when dealing direct with the networks. We will be able to pass this benefit onto our customers by providing much more attractive and cost efficient ring tone, content download and gaming solutions".

CommodiTel recently announced it had reached its 27,500 customer milestone ahead of schedule and believes the Agreement with Infinitel further confirms the ability of the “white label” model to delve into different segments of the mobile market. This is the third “white label” agreement the Company has signed within the past 12 months.

**About CommodiTel:**

*CommodiTel Limited (ASX: CMO) is a new type of Telco with a low-cost business model that has already had a major impact in both the European and US telecommunications market. It has positioned itself as a service provider to retailers who wish to offer their customers the benefits of their own branded and priced telecommunications, without the costs and risks of establishing and managing their own network.*

*They are the first dedicated pre-paid Mobile Virtual Network Enabler (MVNE) in Australia.*

*MVNE's allow retail operators to set-up their own mobile telephone network without the massive infrastructure and capital costs normally associated with being a telco.*

*In Australia, CommodiTel is also pioneering pre-paid discount mobile SIMS exclusively over the Internet, through its wholly-owned division Revolution Telecom. By keeping distribution and cross-subsidy costs to a minimum, Revolution Telecom is able to offer some of the cheapest mobile rates in Australia.*

*([www.commoditel.com](http://www.commoditel.com)) and ([www.revtel.com.au](http://www.revtel.com.au))*

Further information:

George Gelavis  
Managing Director  
CommodiTel Limited  
Tel: 0405 122 123

**About Infinitel:**

*Infinitel trading as gametel was created and co-founded by Matt Devine and Daniel Karlsson. Matt also founded Bugal Pty, a private company that has a significant share of the Australia mobile download market. Some of its flagship brands include Mobile Mojo, Mint Monkey and Zany Mobile and its advertisements appear weekly in Music, Lifestyle and TV magazines throughout Australia. Daniel has been involved in multiple international retail and wholesale telecom businesses as well as spearheading micro payment online research projects.*

*Infinitel has signed a licensing agreement with Gametel Ltd (Isle of Man), giving Infinitel exclusivity of the gametel brand in the Australian market. Australia will be the first market in which the gametel brand will appear as a mobile service provider with its own sim card offering.*

*ametel is a games-oriented, mobile service provider and online community service catering to the unique tastes and needs of growing gamers segments. It operates a state of the art technical and sales back office staffed by passionate gamers.*

*Through its franchising agreement with gametel, Infinitel is in a unique position to offer its customers a gamers dedicated ecosystem including features as gamers community services, loyalty schemes, tournaments, multiplayer games monitored by gametel moderators, etc.*

*([www.gametel.com.au](http://www.gametel.com.au))*