



Media Release

Australia's #1 low spend prepaid mobile taps consumer demand for certainty and control

16 September 2009, Sydney

Today's launch of JUST 15 Prepaid Mobile reflects the emerging shift in consumer sentiment away from complex and long-term mobile phone contracts to those that provide greater spend transparency, control and certainty, without the frills.

The JUST 15 Prepaid Mobile plan, which offers 15 cent calls (30 seconds) and 15 cent texts on the Vodafone network with no connection fee, is among a new breed of low cost, no contract plans that charge use by the second.

It is rated Australia's #1 low spend prepaid plan by independent telecommunications website Phone Choice using their Bill Estimator.

Launched by telecommunications service provider ComTel Corporation, the new plan is expected to capture growing demand for no-or-low contract plans fuelled by job and economic uncertainty and consumer reluctance to be locked into long-term spending.

Industry research estimates that over the next 12 months, prepaid services are expected to grow 7 percent against a 1.3 percent contraction in post paid services.*

According to Paul McFadden, ComTel Chief Operating Officer, the launch of JUST 15 Prepaid addresses this shift and the significant service gap left by the large carriers who tend to focus on medium to high spend mobile users.

"The main providers are shown to generate \$63 in monthly revenue per postpaid user, as opposed to \$15.50 per prepaid user leaving a wide gap that is being filled by the more nimble service providers," McFadden said.*

"We believe JUST 15 is a timely offering for consumers fed up with having to commit to highly engineered cap plans for one or two years when all they want is cheap call and text capabilities as and when they need.

"Across virtually all retail sectors around the world, we are seeing shifts in consumer sentiment away from sophistication to simpler and more transparent products, placing greater control in the hands of the consumer."

Industry advocate for greater control of mobile expenditure to be returned to the consumer is Doug Purdie, founder of Phone Choice, an independent portal that collates information on all available telecommunication services.

"We have seen the mobile sector come full circle, from simple call plans in the nineties, evolving into long term full-suite cap plans and now back to plans that allow consumers to pay as they go and for what they want," Purdie said.

"Having been at the mercy of larger carriers for years, consumers are taking back control and certainty over their mobile and it is the smaller telecommunication providers enabling this."

Mr Purdie points to Phone Choice's top five mobile saving tips:

1. Look for the short term or no contract plans
2. Opt for plans that charge per second and not second blocks. On some networks you can request to switch to second billing without changing plans, and save a lot of money
3. Opt for a plan that charges no call connection fee
4. Use SMS at fixed charges for short messages to other mobiles
5. Avoid being connected to numbers via directory assistance, have a pen handy!

Please visit www.justmobile.com.au or www.phonechoice.com.au for more information on Just 15 Prepaid Mobile or contact Emma Cullen-Ward, OneProfile Communications on 02 8915 9900 or 0414 989 137 or Paul McFadden from ComTel Corporation on 0414 673 062.

Notes to Editor

** Industry research sourced from Paul Budde Communication Pty Ltd, Mobile Communications - Revenue Overview and Statistics August 2009*

About ComTel Corporation Limited

ComTel Corporation Limited is an Australian ASX listed (CMO) mobile and e-marketing company, formerly known as CommoTel. Its competitive mobile offerings incorporate permission-based advertising and internet functionalities to generate value of personal relevance to users and real-time customer reach for advertisers. ComTel has a long-term Network Capacity Agreement with Vodafone Australia, which also enables it to service wholesale customers operating their own mobile and ISP brands.

JUST 15 Prepaid Plan joins the JUST Prepaid suite of Cap plans.