

Woolworths Connect launches with pre-paid mobile offering

Thursday, 11 June 2015: Woolworths is launching *Woolworths Connect*, a new telecommunications service offering a network you can trust at a great price.

From Monday 15 June, *Woolworths Connect* customers can take advantage of two pre-paid mobile options designed with value, simplicity and convenience in mind.

For a \$30 pre-paid mobile recharge, customers will receive 1.5GB of data, plus a bonus 1GB (until 31 July 2015 on the first recharge), as well as \$650 call value. This will take a customer's total spend for the first month to only \$32 after the \$2 sim card purchase.

This rate drops to only \$27 for Woolworths Everyday Rewards members who receive 10% off every *Woolworths Connect* recharge in participating stores. All *Woolworths Connect* customers will also benefit from unlimited standard national SMS and unlimited calls within Australia between *Woolworths Connect* customers.

Woolworths Connect will utilise parts of Telstra's 3G network, helping people get in touch with their friends and families throughout Australia.

Woolworths Connect is also launching three pre-paid mobile broadband options, which includes offers under \$15, \$30 and \$100.

Woolworths Head of Telco, Jason Hair, said, "Our customers want a trusted network at a great price and we are excited to deliver this with *Woolworths Connect*. We'll also reward our valued Everyday Rewards customers by offering an additional discount every time they recharge. We are excited that we'll be growing *Woolworths Connect* over the coming months, with additional services to be offered later in the year."

Woolworths Connect Pre-Paid Mobile Inclusions:

| | |
|---|--|
| \$30 | <ul style="list-style-type: none"> • 1.5GB plus bonus 1GB (until 31 July 2015 on first recharge) • 10% price discount with a Woolworths Everyday Rewards card (in-store only and at participating stores) |
| \$27 for Woolworths Everyday Rewards customers | <ul style="list-style-type: none"> • \$650 standard national call value • Unlimited SMS • Unlimited calls for Woolworths Connect to Woolworths Connect mobiles within Australia • 90c/min call rate • Parts of Telstra's 3G network • All to use within Australia in 30 days |
| \$45 | <ul style="list-style-type: none"> • 3.5GB • 10% price discount with a Woolworths Everyday Rewards card (in-store only and at participating stores) |
| \$40.50 for Woolworths Everyday Rewards customers | <ul style="list-style-type: none"> • \$1,500 call value • Unlimited standard national SMS • Unlimited calls for Woolworths Connect to Woolworths Connect mobiles within Australia • 90c/min call rate • Parts of Telstra's 3G network • All to use within Australia in 30 days |

Woolworths Connect \$2 sim packs and recharge vouchers are available from the 15 June at participating Woolworths, BIG W, Woolworths Caltex Petrol sites. Recharge vouchers only are available at BWS and www.woolworthsconnect.com.au. For further information and the full list of locations for recharge please visit www.woolworthsconnect.com.au.

-ENDS-

For more information and interview opportunities, please contact **One Green Bean** on **(02) 8020 1800**.

WOOLWORTHS LIMITED