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## MEDIA RELEASE

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### **Woolworths launches Everyday Mobile – a simple, low-cost, pre-paid mobile service**

**3 August 2009** – Woolworths today announced the launch of Woolworths Everyday Mobile, a pre-paid mobile service with no hidden charges, no caps, no peak or off peak rates and no lock-in contracts.

Woolworths Everyday Mobile is designed to offer Australians simple and low-cost mobile phone rates at any time of the day and night.

Alex Cochran, Business Manager for Woolworths Everyday Mobile said: “Our customers have told us the amount of plans, caps and bonuses is confusing and what they really want is clear and transparent pricing and everyday value.”

“Woolworths Everyday Mobile cuts through the confusion and offers call rates that are easy to understand. There are no unnecessary extras, no lock-in contracts and no hidden charges making it the perfect choice for people who just want a simple mobile solution,” Mr Cochran said.

Customers will receive a highly competitive rate for standard voice calls and standard text messages (SMS) to mobile numbers within Australia and a generous 100 day credit expiry period.

With 15 cents flagfall and 15 cents for 30 seconds customers can make standard voice calls for as little as 30 cents. Customers can also send standard text messages to mobile numbers for 15 cents.

Everyday Mobile SIM packs cost \$2 and are available from today in Woolworths Supermarkets, BIG W and Dick Smith stores across Australia. Customers also receive \$10 off their first recharge until 30 September 2009 when purchased in the same transaction as an Everyday Mobile SIM card.

“Everyday Mobile suits customers who want a straight forward pre-paid mobile offer without complicated conditions. We’re offering low-cost talk and text – it’s that simple,” Mr Cochran said.

The product is a SIM-only service and customers can simply purchase a SIM card which can be used in any unlocked approved mobile handset. Unlocked mobile handsets are available to purchase at Woolworths Supermarkets, BIG W and Dick Smith stores across Australia.

There are more than 3,000 sites across Australia where customers can recharge their Everyday Mobile account including Woolworths Supermarkets, Safeway, BIG W, Dick Smith, Dan Murphy’s and BWS stores and participating Caltex Woolworths co-branded fuel outlets. Customers can recharge their account in denominations of \$20, \$30 or \$50.

“Customers will be able to recharge online, over the phone, when they fill up their car or when they pop in to grab some milk and bread at their nearest Woolies supermarket,” Mr Cochran added.



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Woolworths Everyday Mobile uses the Optus GSM mobile network which reaches 96 percent of the Australian population.

Customers can port their existing mobile number or choose a new pre-paid mobile number (charges may apply from existing carrier) when they purchase their Woolworths Everyday Mobile SIM pack. Customers can also view their account balance and manage their mobile account online.

Customers with a Woolworths Everyday Money credit card can earn two points for every \$1 spent purchasing an Everyday Mobile SIM card or recharge voucher at participating stores within the Woolworths group.

Woolworths Everyday Rewards customers who link their Everyday Rewards and Qantas Frequent Flyer accounts will also earn one Qantas Frequent Flyer point for every dollar spent above \$30 in one transaction, when they present their Everyday Rewards card at Woolworths or BIG W stores.

- ENDS -

**Background Information:**

<b>Feature</b>	<b>Prices</b>
Standard Voice	15 cents per 30 seconds plus 15 cent flagfall (minimum call cost 30 cents). Calls charged in 30 second blocks.
Standard Text	15 cents - to mobile numbers within Australia.
Voice mail retrieval	15 cents per 30 seconds plus 15 cent flagfall (minimum call cost 30 cents). Calls charged in 30 second blocks.
MMS	50 cents - to mobile numbers within Australia.

Woolworths Everyday Mobile website: [www.everydaymobile.com.au](http://www.everydaymobile.com.au).

**Media Teleconference:**

**What:** Announcement of Woolworths Everyday Mobile  
**Who:** Alex Cochran, Business Manager, Woolworths Everyday Mobile  
**When:** 11:00am – Monday 3 August 2009  
**Where:** Via Teleconference - (02) 9112 4677  
Please log on five minutes before call.

**For further information please contact:**

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