



MEDIA RELEASE

Woolworths launches new mobile plan offering best value \$30 recharge for calls to other networks in Australia

15 March 2010 – Woolworths today announced the launch of Everyday Mobile Chatterbox, a new pre-paid mobile plan that allows customers to make more standard calls to other networks on its \$30 recharge than on any other \$30 recharge in Australia.ⁱ

Chatterbox is the latest plan from Woolworths Everyday Mobile, a service launched in August 2009 to provide customers with clear and transparent pricing and everyday value for mobile phones.

Graeme Veitch, Head of Woolworths Everyday Mobile said: “Our Everyday Mobile service has been a real hit with customers. The simplicity of the service appeals to a large group of Woolworths shoppers with strong sales in Woolworths supermarkets and BIG W in particular. In fact, customer feedback has revealed a demand for a simple plan for people who make more calls.”

“The Chatterbox plan is aptly named for people who talk a lot, yet want a simple to understand, low cost plan,” Mr Veitch said.

Chatterbox will be available alongside the existing Everyday Mobile Simple Saver plan. Customers who recharge their Chatterbox mobile plan with \$30 will receive a further \$30 bonus credit for standard talk and text. Any remaining credit rolls over if you recharge within 30 days. Chatterbox bonuses also apply to \$20 and \$50 recharges.

To celebrate the launch of the new Woolworths Everyday Mobile Chatterbox plan, customers who purchase the \$30 Chatterbox recharge will also receive an additional \$30 bonus credit giving them a total of \$30 standard credit plus \$60 bonus credit for standard talk and text.ⁱⁱ

Mr Veitch continued: “Customers now have even more choice from Woolworths Everyday Mobile. They can select a long 100 day expiry Simple Saver plan with great rates or choose the new Chatterbox plan, with the same great rates but added bonus creditⁱⁱⁱ and a 30 day credit expiry.”

With Everyday Mobile’s competitive rates of 15 cents connection 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 standard Australian mobile numbers for 15 cents.

By combining these rates with the Chatterbox bonus, Mr Veitch said the new plan gives customers the best value \$30 recharge voucher for calls to other networks on the Australian market.ⁱ

“Chatterbox customers will be able to make more standard calls to other networks with the \$30 Chatterbox recharge than with any other \$30 or \$29 recharge,”ⁱⁱ Mr Veitch said.

“We are committed to delivering customers the best value across all of our products in all of our stores. Woolworths Everyday Mobile delivers great value to customers and we will continue to develop mobile plans based on our customers’ needs,” Mr Veitch added.



Chatterbox has no hidden charges, no peak or off peak rates, no lock in contracts and it does not matter which network the customer calls - the same low rate applies. Customers can simply purchase a SIM card for \$2 which can be used in any unlocked mobile handset.

Unlocked mobile handsets are available to purchase at Woolworths Supermarkets, BIG W and Dick Smith stores across Australia. Customers can also keep their existing number, although this may be subject to some exit fees by their current provider.

Customers can recharge their Chatterbox account online, over the phone or in one of more than 2,000 stores across Australia including Woolworths Supermarkets, Safeway, BIG W, Dick Smith, Dan Murphy's and BWS stores and participating Caltex Woolworths co-branded fuel outlets.

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

Woolworths Everyday Mobile plans:

Feature	Prices for Simple Saver and Chatterbox plans
Standard Voice – to any Australian network or landline	15 cents per 30 seconds plus 15 cent connection (minimum call cost 30 cents). Calls charged in 30 second blocks.
Standard Text	15 cents - to Australian mobile numbers.
Voice mail retrieval	15 cents per 30 seconds plus 15 cent connection (minimum call cost 30 cents). Calls charged in 30 second blocks.

Recharge	Chatterbox Bonus
\$20	\$10 bonus standard talk and text credit
\$30	\$30 bonus standard talk and text credit (Plus \$30 additional bonus standard talk and text credit until 25th April, 2010)
\$50	\$50 bonus standard talk and text credit

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For further information please contact:

Mandy Galmes
P: 02 9213 2325
M: 0412 490 926

E: agalmes@fuelcommunications.com.au

Luke Schepen
P: 02 8885 1033
M: 0400 798 786

E: lschepen@woolworths.com.au

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ⁱ Comparison conducted on 1st March 2010, based on standard calls within Australia, excludes free calls between mobiles on the same network and does not take into account network coverage. 30 day credit expiry applies. Calls charged per 30 second block.

ⁱⁱ Additional bonus credit may take up to 48 hours after recharge to reach customers account.

ⁱⁱⁱ Bonus credit can be used for standard talk and text only.