

# media release



IMMEDIATE

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## mymobilephone FINALIST in Mobile Marketing & Advertising Awards

[www.mymobilephone.com.au](http://www.mymobilephone.com.au) was a finalist in the m-commerce category of the Australian Mobile Marketing & Advertising Awards held in Darling Harbour Sydney, Thurs 9 September 2004. The m-commerce category, awards the most effective use of the mobile phone to pay or transact payment for goods or services. This includes applications such as:

- M Banking
- M Ticketing
- M Coupons
- Bar codes
- Payment for mobile content

Judging was based on consumer benefits in terms of ease or security of payment, consumer uptake and costs savings. Other finalists in the m-commerce category included JetSMS (developed by JetStar, Start Corporation, and OPTUS) and also SMS-a-cab (developed by Message Media). The category was won by JetSMS.

"To be nominated as a finalist in the MMA Awards is recognition and acknowledgment of the innovation which SME's can achieve in a highly competitive market" say's mymobilephone managing director Harold Dimpel. "By providing excellent service to our customers we are able to compete with giants such as ninemsn and Yahoo. We also plan to launch a number of new innovative services in the future" he continues.

### Order mobile content by sms

The service recognised in the award program was mymobilephone's popular mobile content service which allows users to purchase mobile content such as ringtones and graphics by sms text message.

The service uses premium sms as the payment method. Users visit the [www.mymobilephone.com.au](http://www.mymobilephone.com.au) web portal and preview content they wish to order. They then send an sms text message with the ID of the item to 1887659 (188 POLY) and receive a reply sms message with the download instructions. The cost of the service is capped at \$5 although some network charges may apply for the WAP/GPRS download.

### About the MMA Awards

Now in year three, the MMA Awards is run by the Australian Direct Marketing Association sits with ADMA's Mobile Marketing Council. ADMA has actively promoted responsible use of mobile marketing with the launch of the Mobile Marketing Code of Conduct last year. Visit [www.mmaawards.com](http://www.mmaawards.com).

### about mymobilephone

[www.mymobilephone.com.au](http://www.mymobilephone.com.au) is a 100% Australian owned, carrier independent and leading provider of mobile entertainment and business services and operates the [www.mymobilephone.com.au](http://www.mymobilephone.com.au) web portal. [www.mymobilephone.com.au](http://www.mymobilephone.com.au) believe in keeping things simple and above all, fun and easy to use. Through clever innovation and marketing and by providing excellent service and support to customers, mymobilephone.com.au has become one of Australia's most popular internet portals for mobile phone users and now competes with giants such as ninemsn and Yahoo.

### contact details

For further information visit [www.mymobilephone.com.au](http://www.mymobilephone.com.au) or contact Harold Dimpel on 0410 622 272 or by email at [harold@mymobilephone.com.au](mailto:harold@mymobilephone.com.au).

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