

media release



IMMEDIATE

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mymobilephone launches mobile content subscription service

www.mymobilephone.com.au Australia's favourite mobile phone content portal, has launched a new mobile content subscription service. The service allows subscribers to automatically receive new content item on their mobile phone every week.

Customers join the service by sending a keyword phrase by sms TEXT message to the premium rate number **19 91 91 91**. The keyword phrase determines the particular content list to which the customer subscribes. Users can opt out of the service at any time by replying with the word "stop" followed by the keyword.

Content available through the service includes polyphonic ringtones, monotonic ringtones, true tone ringtones and colour wallpapers. Within each content type, specific categories are also available. Payment is made via premium sms and charged at \$6.60 per item which is automatically deducted from the customers mobile phone account.

The service is available to Australian pre-paid and post paid (account) mobile phones on the Telstra, OPTUS and Vodafone networks.

"The subscription model reflects the growing popularity of mobile content services and is already widespread in Europe" says mymobilephone managing director Harold Dimpel. "Subscription based services require an increased responsibility by the operator of the sms medium. For this reason we provide a completely opt in service, with also the ability for customers to opt out at any time" he continues.

Available subscription lists

Ringtones:		Colour Wallpapers:	
Keyword	list	Keyword	list
Main lists		join wallpaper	Colour wallpapers
join phonic	Polyphonic ringtones	join babe	Babes wallpapers (women)
join true	True Tone ringtones	join hunk	Hunk wallpapers (men)
join sound	Sound Effect True Tone ringtones	join cartoons	Cartoons
join mono	Monotonic ringtones	join animals	Animals
join mmp	Wallpapers or polyphonic ringtones	join cars	Cars
Other lists:		join brands	Popular brand names
join charts	Top 20 Chart polyphonic ringtones	join sport	Sports and action pictures
join tv	Popular TV polyphonic ringtones	join nature	Nature and the environment
join rap	Rap polyphonic ringtones	join love	Romantic messages
join country	Country music polyphonic ringtones	join hollywood	Popular Hollywood stars

Example:

To receive a weekly polyphonic ringtone, TXT "join phonic" to **19 91 91 91**.

about mymobilephone

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 web portal. www.mymobilephone.com.au believe in keeping things simple and above all, fun and easy to use. Through innovation and clever 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 directly with giants such as ninemsn and Yahoo.

contact details

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