

Media Release



iiNet shakes things up with mix and match mobile

15 August 2012: iiNet will tomorrow launch mix and match mobile phone plans that give customers the freedom to choose a separate mobile SIM plan and handset according to their personal needs.

With the latest addition of a range of Samsung smartphones, iiNet customers can now add a handset to their iiNet SIM plan from as little as \$10/month.

Steve Harley, Chief Product Officer at iiNet, said this latest initiative leads the way in putting customers into the driving seat.

“Customers don’t have the same needs when it comes to their mobile phone so we’re giving them the power to pick a smartphone with the features they want and match it with a plan that meets their call and data needs,” Mr Harley said.

“Our mobile offering is packed full of freedom and flexibility. Customers can bring their own phone, they can buy one outright or on contract and best of all, they can combine it with one of our value packed mobile SIM plans.”

iiNet mobile plans include hefty amounts of included calls, text, data and social networking allowances.

iiNet mobile plans and handsets are available now to existing residential customers with a broadband account. To learn more about iiNet mobile, visit www.iiinet.net.au

First, choose your smartphone:

SAMSUNG GALAXY NOTE	SAMSUNG GALAXY ACE	SAMSUNG GALAXY SIII	SAMSUNG GALAXY SII
			
\$33 Monthly repayments on a 24 month plan* or \$792 outright	\$10 Monthly repayments on a 24 month plan* or \$240 outright	\$33 Monthly repayments on a 24 month plan* or \$792 outright	\$20 Monthly repayments on a 24 month plan* or \$480 outright

Then, select your plan:

\$10 plan	\$20 plan	\$40 plan	\$60 plan
\$165 call & text value	\$450 call & text value	\$750 call & text value	Includes All standard calls & texts within Australia
200MB 3G data	1.5GB 3G data	3GB 3G data	3GB 3G data
150GB for social networking	150GB for social networking	150GB for social networking	150GB for social networking
	\$1000 iiNet to iiNet mobile calls	\$1500 iiNet to iiNet mobile calls	

*Full contract details can be found at www.iinet.net.au.

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For further information, please contact:

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About iiNet

iiNet is Australia’s second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We’re a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we’ve developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn’t changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.



A full list of current awards can be viewed at iiNet Awards <http://www.iinet.net.au/about/awards.html>