



Media Release
For immediate release

Aussie phones need a detox after holiday indulgence
~ Bloating affects nine out of ten Aussie mobiles ~

5 January 2009: Could your phone be suffering from EPS (Extreme Politeness Syndrome) or BGS (Beer Goggle Syndrome) where 'rogue' numbers and texts clog your SIM??

Research* released today by Virgin Mobile shows that Australians aged 18-34 are notorious for collecting unwanted phone numbers, collecting an average of 84 rogue numbers a year!

After the sociable festive season, it seems people everywhere have been enjoying one too many beverages and exchanging numbers, to find their phones littered with mystery numbers and no recollection of who they belong to. One in two Aussies aged 18-34 revealed that they have collected rogue numbers after a few drinks.

However, it is not always alcohol that encourages us to collect personal information from strangers. It seems the majority of us are simply painfully polite, with two thirds of Australians collecting phone numbers when faced with the situation of being asked for their number, then taking the stranger's number to be polite so as not to offend.

Other interesting findings from the research:

- 1 in 2 Australians collect numbers whilst under the influence of alcohol
- Two thirds of Australians can't say no to the offer of new numbers, claiming 'politeness' as the main reason
- NSW youths are the biggest networkers with three out of five (59%) saying the pick up rogue numbers at work functions
- 42% of Aussies have picked up rogue numbers while travelling out of town

It seems that men are no better than women, with both sexes admitting to stockpiling unknown numbers. Not surprisingly, it is the single gals and guys who are collecting



and not deleting after a few drinks, with three out of five unmarried respondents admitting to collecting random numbers over a cocktail or two.

Virgin Mobile spokesperson Amber Morris, suggests that we should all regularly cleanse our phones. "We detox every other part of our life, why not extend this to your phone?"

Virgin Mobile is calling on all those polite and tipsy Australians to clear out their contacts and text their true friends at a great rate with Virgin Mobile. With free V-to-V calls and texts on selected services, it is even easier to stay in touch with your mates.

~ ENDS ~

Notes to editors:

For further information please contact the team at One Green Bean: +612 9699 9113 or Kathryn@onegreenbean.com.au

For more information on Virgin Mobile's great offers, please visit the Virgin Mobile website at www.virginmobile.com.au

* This national Newspann study was conducted online with 679 respondents aged 18 to 34 year.