MEDIA RELEASE

VIRGIN MOBILE ANNOUNCES PITT AS FACE OF NEW CAMPAIGN

~ Aussies asked to show celebrity bro Doug Pitt some ‘like’ & help give him a fair go ~

www.FairGoBro.com.au

Sydney, 2 July 2012 – Virgin Mobile today announced Brad Pitt’s brother Doug Pitt as the new face of the brand and star of its campaign ‘Fair Go Bro’.

Virgin Mobile doesn’t think it’s fair that celebrities get all the good stuff, so it is rebelling against the standard celebrity endorsement. Instead, Virgin Mobile is giving a famous celebrity’s brother a fair go and will give Doug Pitt a taste of the limelight with his first-ever celebrity endorsement.

Commenting on the bold move, Virgin Mobile Marketing Director, David Scribner said: “Unlike his famous brother, Doug’s never been the star of anything. As believers in a fair go for all Virgin Mobile has decided to make things a little fairer in the Pitt family and we ‘re asking Aussies to get behind Doug and show him some ‘like’ at FairGoBro.com.au.”

Doug Pitt said, “Celebrities like my brother are always getting the good stuff. Unlike my brother I’ve never been the star of anything. Virgin Mobile didn’t think that was fair so they invited me in to be the face of their new campaign. If Virgin Mobile can give me a fair go, they’ll give you one too. It’s amazing how a bit of fairness can make you feel like a star!”

People wanting their first glimpse of the second most famous Pitt can view a video, photos and Doug’s bio at www.FairGoBro.com.au, show their support for him to get a fair go and monitor the nation’s support on the Cele-Bro-Meter.

Visit www.FairGoBro.com.au to show Doug some ‘like’ and find out how you can share in the spotlight.

~ ENDS ~
What is Virgin Mobile Australia all about?
Here at Virgin Mobile, we’ve been putting our customers first for over 10 years. Ever since Richard Branson saw an opportunity to stir up the Aussie telco market in the early noughties, we’ve been making a splash with our innovative products, cheeky ad campaigns and world-class customer service.

We’ve certainly come a long way from the early days when each new connection meant a little bell rang in the call centre, to proudly having more than 1 million customers in Australia. And they’re happy customers too: we’ve been rated the No 1 telco for Customer Satisfaction for some time now.

We think a telco relationship should be rewarding so our customers also receive a host of benefits including Virgin Family perks, exclusive discounts and VIP access to gigs and music festivals. And because we use the Optus network it means that up to 97% of the population in Oz can get a clear Virgin Mobile signal. So come and join us!