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VIRGIN MOBILE LAUNCHES THE ‘IRRESISTIBLE PLAN’ GIVING CUSTOMERS SO MUCH MORE THAN MOBILE

Virgin Mobile introduces first Aussie phone plan to come with an included flight & early handset upgrade after 12 months when you re-sign to the Irresistible Plan or equivalent for 24 months

Sydney, 8 August 2013: Virgin Mobile Australia today unveiled its ‘Irresistible Plan’ for the customer who appreciates the finer things in life. The Virgin Mobile ‘Irresistible Plan’ is the first in Australia to come with an included flight and recognising Aussies are the earliest adopters of new technology, an early handset upgrade after 12 months when a customer re-signs to the Irresistible Plan or equivalent for 24 months. The plan also comes with unlimited calls & SMS, $200 of plan credit for standard international calls and text and a whopping 6GB of data – all for $140 per month (min. total cost over 24 months is $3,360).

Virgin Mobile is the only Telco in Australia to include a return flight as part of a plan, offering customers a trip to a number of highly desirable destinations through airline partner Virgin Australia, including New Zealand, Fiji and Vanuatu, from selected capital cities across Australia (Sydney, Brisbane, Melbourne, Perth, Adelaide, and Canberra).

Consumers who sign up to the plan will enjoy the same great Virgin Mobile benefits the Telco’s customers have come to know and love, including: unlimited calls & text Virgin 2 Virgin within Oz, the ability to rollover your unused credit to the next month, free Voicemail in Oz and great coverage on the Optus network. Dedicated to delivering great customer service, Virgin Mobile has been recognised by Roy Morgan as the number one in Customer Satisfaction every year since the award’s inception.

In addition to these benefits, all Postpaid Virgin Mobile customers will now be eligible to enjoy a range of Virgin family perks as Virgin Mobile becomes a window to the Virgin family including $50 mobile credit when they sign up for Virgin Money’s Virgin Flyer Credit Card Car Insurance or Travel Insurance products. Customers will also enjoy $50 mobile credit when they purchase a Discovery Club membership with Virgin Wines.
Head of Virgin Mobile Australia, David Scribner, said the Irresistible Plan is perfect for consumers who want it all: “We’re proud to offer unique inclusions to well and truly meet the needs of the most savvy customer, with new technology after 12 months, and a return flight to a highly desirable destination, plus access to our Virgin family perks. This plan will appeal to consumers who are looking for a mobile plan with generous inclusions and a truly ‘Virgin’ experience.”

“As a brand, Virgin Mobile is growing up and we’re even more committed than ever before to delivering a great experience for our customers as the number one in Customer Satisfaction. We’re the only Telco in Australia that can offer our customers benefits from the Virgin family, with both new and existing customers now eligible to access our Virgin family perks.”

For more information on Virgin Mobile’s Irresistible plan visit www.virginmobile.com.au/irresistible.

~ ENDS ~

For further information or to arrange an interview with a Virgin Mobile spokesperson, please contact:

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Notes to editors:

What is Virgin Mobile Australia all about?

Here at Virgin Mobile, we've been putting our customers first for over 12 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 frequently been rated the No 1 telco for Customer Satisfaction.

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 98% of the population in Oz can get a clear Virgin Mobile signal. So come and join us!

Get personal with us @ www.facebook.com/VirginMobileAus or www.twitter.com/virginmobileaus.

1. For full terms and conditions on the Irresistible Plan, go to Virginmobile.com.au/irresistible
2. Fair Use Policy applies.
4. One month expiry.
5. Early cancellation fees may apply.
6. Offer is only available to existing Virgin Mobile Postpaid Mobile and Postpaid Mobile Broadband customers. For full terms and conditions on Virgin Family Perks go to Virginmobile.com.au/virgin-family-perks
7. Car insurance and Travel Insurance provided by Virgin Money (Australia) Pty Limited ABN 75 103 478 897. Credit provider: Citigroup Pty Limited ACN 004 325 080 Australian credit license 238098.

8. Virgin Wines’ customers must provide the promo code ‘Virgin Mobile’ upon application.