MOBILE BROADBAND HAS NEVER BEEN SO REFRESHING
~ Virgin Mobile offers even more value with refreshed Mobile Broadband Plans ~

Sydney, 29 March 2012: More Aussies are enjoying the flexibility and plug-and-play convenience of mobile broadband than ever before. However, research shows 75%¹ are dissatisfied with their current mobile broadband plan and are looking for better value.

Virgin Mobile Australia has listened closely and today announced it will continue on its mission to give Aussies a fair go by refreshing its suite of Postpaid Mobile Broadband plans, offering even more value than ever before.

Virgin Mobile's new Mobile Broadband Postpaid plans, launching on April 2nd offer an increased data allowance on all plans starting from $19 per month. No matter which great value plan you choose, there are no excess data charges. And, as we charge per kilobyte, not per megabyte, you won’t have to pay for data you haven’t used.

“Aussies have been calling out for better value Mobile Broadband plans and we’re pleased to be able to deliver outstanding value and great coverage across Australia on the Open Network, as well as a host of other Virgin Mobile benefits,” said Virgin Mobile Marketing Director, David Scribner.

To see a full range of Virgin Mobile's refreshed Postpaid Mobile Broadband plans and T&C's visit http://www.virginmobile.com.au/mobile-broadband-plans/.

Our new Postpaid Mobile Broadband Plans:

¹ Research conducted for Virgin Mobile Australia by Catalyst Consultancy & Research in May 2011 in which 696 new Mobile Broadband customers were surveyed.
For more information or to arrange an interview, please contact:
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About Virgin Mobile
Here at Virgin Mobile, we’ve been putting our members (that’s our fancy words for customers) first for over 11 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 (and we’ve got the trophies in the pool room to prove it).

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 one million members in Australia. And they’re happy members too: we’ve been rated the No 1 telco for Customer Satisfaction for some time now. Since 2010 we’ve also consistently been voted Best Mobile Phone Provider in the AFR Smart Investor annual SMILES survey. And because we use the Optus network, our coverage reliably reaches up to 97% of the population in Australia. That’s 19 out of every 20 people in Oz!

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