Pick & Mix the plan that suits your needs

- Virgin Mobile puts control in the hands of consumers with its new Pick & Mix plans -

Sydney, 4th October 2011: Flexibility, choice and simplicity may not be words that automatically come to mind when you think about Telcos, however Virgin Mobile, in their continued commitment to make things fairer in the Telco industry, today introduced a plan that offers consumers just that – the Virgin Mobile Pick & Mix plan.

With the new Pick & Mix plan, Virgin Mobile offers its consumers the option to tailor the perfect plan to suit their lifestyle and needs and only pay for these elements.

Pick & Mix consists of a $19 a month base plan, which includes $19 credit and 100MB of data. After that control is entirely in the hands of the consumer as they pick and mix a number of options to build an individual plan for them, with each component offering clear and simple pricing. If texting is their thing, they would opt for the unlimited SMS option for an extra $10 per month. If they are big talkers they can add unlimited voice for $30 per month. Or if surfing the web floats their boat, Virgin Mobile has the data plan that will fulfill every need. The total of the components then becomes the customer’s plan.

And the choice and flexibility doesn’t end there. With Pick & Mix there is the option to change your plan as your needs may change, so if consumers know that one month their mobile use is going to be particularly SMS heavy and the next very Voice heavy, they can amend their bundles to suit how they plan to use their phone.

“Our ‘Pick & Mix’ plans continue to build on our existing philosophy of putting the member at the heart of everything. We acknowledge that our members are all individuals with individual needs, so the beauty of our new Pick & Mix plan is that they can pick and choose what they want, and change it from month to month as they require. Continuing to offer a fair and transparent service to our members is at the core of our business model and this new plan really delivers what consumers have told us they want – choice,” explains Virgin Mobile Marketing Director, David Scribner.
The new Pick & Mix plans are based on five key principles: great value, simplicity, control, transparency and the choice of a great handset. They are available exclusively from Virgin Mobile’s website – check out www.virginmobile.com.au/pickandmix for more information and full Ts&Cs.

**The Pick & Mix plan:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Per month</th>
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<tbody>
<tr>
<td>Base Plan</td>
<td>$19</td>
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<tr>
<td>Unlimited SMS</td>
<td>$10</td>
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<tr>
<td>Unlimited Voice</td>
<td>$30</td>
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<tr>
<td>500MB data</td>
<td>$5</td>
</tr>
<tr>
<td>2GB data</td>
<td>$10</td>
</tr>
<tr>
<td>4GB</td>
<td>$20</td>
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</tbody>
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(Includes $19 credit & 100MB data. 15c p/min Call, 15c SMS & 0c Flag fall)

- ENDS –

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About Virgin Mobile
Here at Virgin Mobile, we’ve been putting our Members 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 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, and picked up a swag of awards along the way. And because we use the Optus network it means that up to 97% of the population in Oz can get a Virgin Mobile signal. So come on in, more Members are always welcome!

Get personal with us @ [www.facebook.com/VirginMobileAus](http://www.facebook.com/VirginMobileAus) or [www.twitter.com/virginmobileaus](http://www.twitter.com/virginmobileaus)