MEDIA RELEASE
For Immediate Release

A FAIR GO FOR BETTER PLANS

– Virgin Mobile continues its commitment to keeping things simple for Australian consumers –

Sydney, 2 July 2012: Continuing its mission to give Australians a fair go by making things simpler and offering more flexibility and control, Virgin Mobile today announced it has reduced its Postpaid plan portfolio from nine plans to just five. Offering some of the best value in Australia, Virgin Mobile’s simplified suite of plans makes it even easier for Aussies to choose the best plan for their needs. And with any handset available on any plan, Virgin Mobile is giving consumers more choice than ever before.

Virgin Mobile’s simplified portfolio still caters for those who want lots of flexible value for a low monthly rate as well as offering solutions for heavy data and SMS users. Once customers have chosen their plan and the handset of their choice, they will then have the option to add a data value add on to their plan, giving them the safety net they need to unlock their smartphone’s potential, without worrying about excess data charges. Customers who sign up for a Postpaid plan and bring their own handset with them will receive an additional $10 off any one of the monthly plans on offer.

On top of boasting some of the best included value in Australia, customers still receive all the Virgin Mobile benefits that they’ve come to know and love including: unlimited mobile calls and text Virgin-to-Virgin, free voicemail in Oz, the ability to rollover unused mobile credit to the next month, international calls and text included and great coverage on the Optus network. Virgin Mobile has also recently reduced the excess data rate for Postpaid mobile customers to 20.5c/MB, one of the lowest rates in the market.
Plan information:

With over half of all Aussies now owning a smart phone\(^1\), Virgin Mobile Marketing Director, David Scribner, said consumers are searching for simple plans that offer the best value for money.

“We’re constantly listening to our customers and are focused on giving Australians a fair go by continuing to simplify the telco experience, offering flexibility and even more value. We think it’s only fair that you are able to choose any handset on any plan – and only pay for what you need. We believe our simplified suite of plans delivers on this. Continuing to offer a fair and transparent service to our customers is at the core of our business model and these new plans really deliver on this,” explains Scribner.

Today will also see Virgin Mobile launch its new brand campaign – ‘Fair Go Bro’. An evolution of the ‘A Fair Go For All’ campaign launched last year, Fair Go Bro sees Virgin Mobile rebelling against the standard celebrity endorsement. In Virgin Mobile’s latest campaign, a famous celebrity’s brother is given a fair go, with Virgin Mobile offering Doug Pitt a taste of the life his brother has – his first ever celebrity endorsement. The Fair Go Bro campaign builds on Virgin

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\(^1\) Google, May 2012: Our Mobile Planet: Australia
Mobile’s commitment to fairness and the existing philosophy of putting the customer at the heart of everything we do. Aussies can get involved at FairGoBro.com.au.

To see the full range of Virgin Mobile’s new Postpaid mobile plans and T&C’s go to http://www.virginmobile.com.au/monthly-mobile-plans/.

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For more information or to arrange an interview, please contact:
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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!

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

Terms & Conditions
1. 24 month contract required. Leave any time, just pay all outstanding charges + balance of your handset, if any + $250 if you leave in the 1st 6 months.
2. Leave anytime, just pay all outstanding charges.
3. Plan credit applies to standard national & international (as indicated) calls, text & MMS & 1300 numbers (excluding VMA customer service) only. Standard charges apply if plan credit exceeded & for non–included call & messaging types.
4. Included data has 1–month expiry. Excess usage charged at 20.5¢ per MB, billed per KB. Plan credit cannot be used for data or content charges.
5. Text must originate in Oz & exclude texts to non–standard (225 BAL, satellite, premium, & international) numbers, VMA customer service, satellite phones and commercial use. Fair Use Policy applies. Standard charges apply for non–included call and messaging types.