



**MEDIA ALERT
FOR IMMEDIATE USE**

ARE YOU READY FOR SERIOUSLY QUICK MOBILE INTERNET? VIRGIN MOBILE IS.

Virgin Mobile announces 4G Network and 4G Handset Available for Pre-Order

Sydney, Australia, 5th September 2012: Virgin Mobile Australia today announced it is now **4G ready**. From today, 4G is available to Virgin Mobile customers on post paid mobile plans in selected areas in Sydney, Perth and Newcastle, with Melbourne from 15th September 2012. Selected areas of Brisbane and Adelaide will follow in 2013.

To mark the launch of 4G on the Optus network, Virgin Mobile customers can now pre-order the **Samsung** Galaxy S III 4G for just \$7 on the Fair Go Bro \$59.* Customers can pre-order here: <http://www.virginmobile.com.au/4g>

Virgin Mobile 4G will provide customers with:

- “seriously quick” mobile internet
- less buffering, faster downloads & improved HD video quality
- access to 4G on any of our current post paid mobile plans
- 4G coverage in selected areas of Sydney, Perth and Newcastle with selected areas of Melbourne to launch on 15th September with selected areas of Brisbane and Adelaide to follow in 2013
- access to the Optus 3G Dual Band network which reaches over 900,000 sq KM of landmass and reaches over 97% of the Australian population when out of 4G coverage areas

Virgin Mobile Marketing Director, David Scribner, said: “We are thrilled to today announce that we are 4G ready; it is an extremely exciting time within the Telco industry and it changes the landscape as we know it. We know our customers use their phones more than

* Minimum total cost over 24 months \$1,584

ever for data and this launch will provide our customers with faster downloads and seriously quick mobile internet. As a pacesetter in the market, Virgin Mobile continues to offer great valued products and we are proud our customers are the most satisfied of all network providers. The launch of 4G is another step in delivering on our commitment to a fair go for all.”

Virgin Mobile will also be launching Mobile Broadband 4G later this year. For more information on Virgin Mobile's 4G offering visit <http://www.virginmobile.com.au/4g> and to check the coverage in your local area, please head to www.virginmobile.com.au/coverage.

On top of getting some of the best included value in Australia and access to the new 4G network, Virgin Mobile post paid customers will continue to receive all the 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.

- ENDS -

Please contact Lené at One Green Bean for further information: lene@onegreenbean.com.au / 02 8020 1834

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