MEDIA RELEASE

Virgin Mobile sponsors Virgin Racing Team for the 2010 Formula 1 Qantas Australian Grand Prix

Sydney, 26th March, 2010 – Virgin Mobile Australia is thrilled to be getting in on the 2010 Formula 1 Australian Grand Prix action by announcing its sponsorship, together with Virgin Blue, of the Virgin Racing Team. The event will take place this weekend 25th-28th March at Albert Park Raceway in Melbourne.

As part of the sponsorship, Virgin Mobile will gain ‘money-cant-buy’ access to the pit lane and the Virgin Racing Team. This will be used to develop exclusive Virgin Racing content, from the 2010 Australian Grand Prix and throughout the season, which will be provided to our Virgin Mobile Members on Members Lounge (www.memberslounge.com.au).

“By pushing technological boundaries and doing things a little differently, the Virgin Racing team have come a long way in the past few months. We love the way they’re challenging convention in one of the world’s most prestigious sports”, said Anthony Hearne, Marketing Director, Virgin Mobile Australia. “Collaborating with other Virgin family companies has already benefited Virgin Mobile customers through opportunity to gain Velocity points and mobile credit when you fly with Virgin Blue. We’re thrilled to be supporting Virgin Racing and extending these benefits further”.

“We greatly appreciate the support of Virgin Blue and Virgin Mobile,” said Brett Volker, Head of Brand, Virgin Racing. “It’s always great to work with other Virgin businesses because they get what we’re about and there’s never a shortage of ideas we can execute around the races. Meanwhile on the track, the team are determined to achieve the best possible performance here in Australia hot on the heels Virgin Racings Grand Prix debut in Bahrain.”

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