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PHONECHOICE HAILS AMAYSIM BEST MOBILE DEAL

Newcomer to the mobile phone market, amaysim, has been ranked number one mobile phone deal on the market by leading independent comparison website, PhoneChoice.

Launched in November 2010, amaysim is Australia's first low cost mobile phone service provider. With low cost rates on calls, SMS and data, no minimum term contract, no flagfall and no minimum usage, amaysim offers its customers a simple and transparent service.

PhoneChoice ranked amaysim first for its 15c per minute call rates to any network at any time, 12c per standard national SMS and additional 1GB data package available priced at just \$9.90. In addition, it has also been recognised for its 100% Australian-based customer service centre and removing flagfall fees on all standard national calls.

Doug Purdie from PhoneChoice comments: "People have been frustrated with their mobile provider for a long time; complaints of overcharging, confusing plans and poor customer service are leaving people fed up. Over the past 12 months we've seen a number of highly competitive deals emerging on the market, but customers are still confused by complex pricing and cap plans.

"Amaysim provides an easy to understand pricing structure, removing unnecessary costs which results in lower monthly bills for customers, as well as providing Australian based customer service. It is the best deal in Australia for light to moderate mobile phone users."

The popular low-cost mobile model has already taken Europe by storm with one in three Europeans already using the service. On average, customers saved up to 50%

on their mobile phone bills, a saving that amaysim hopes many Aussies will also see on their bill.

Rolf Hansen, CEO of amaysim adds: "Australian's have been wanting a fair deal and that's what they're getting with amaysim. The feedback from customers over the past two months has been incredible. We're delighted to have been ranked number one and aim to continue to offer customers the best deal possible."

For further information visit **amaysim**: www.amaysim.com.au

Ends

For media enquiries or an interview with Rolf Hansen, CEO amaysim, please email media@amaysim.com.au or contact Open Haus:

Alex Blundell 02 8353 5777 / alex.blundell@openhaus.net.au

Sarah Algar 02 8353 5793 / sarah.algar@openhaus.net.au

About amaysim

amaysim is changing the way Australians think about mobiles, forever. Founded in November 2010, amaysim is Australia's first low cost mobile service provider and is dedicated to delivering simplicity, fairness and low prices to mobile consumers with its customer-centric mobile services and low cost guarantee. Supported by a high quality Australian customer service centre and a state-of-the-art consumer website, amaysim is delivered over the Optus 3G Mobile network and is distributed via www.amaysim.com.au and an Australia-wide third party retail network.

About PhoneChoice

PhoneChoice is Australia's most established and comprehensive telecommunications comparison website, providing free independent and unbiased advice to consumers.