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amaysim launches low-cost mobile broadband packs ... the amaysim way

- *Introductory promotion - 20% off first order on all amaysim products (excludes retail vouchers)*

Continuing its mission to make mobile pain a thing of the past for Australians, amaysim today launched three new *amaysim MOBILE BROADBAND* data packs.

“Customers are constantly asking for data packs that go beyond our original 1GB offer,” commented Rolf Hansen, CEO and Founder of amaysim. “We combined this with the fact that the Aussie online appetite keeps growing, alongside the ongoing march of smartphones and tablets. So, it made total sense to bring out a range of additional low-cost mobile broadband packs that suit the whole range of users. With no excess usage fees or ridiculous terms, we think we’re on the money with mobile broadband, the amaysim way.”

The data packs:

| Size | Price | Expiry | Best for |
|-----------------------|--------------|---------------|---|
| 1GB | \$9.90 | 30 days | Occasional use like surfing the web & downloading email |
| 2.5GB | \$19.90 | 30 days | Moderate users who like to download music |
| 4GB | \$29.90 | 30 days | Heavier users who love downloading music and TV |
| 10GB | \$99.90 | 365 days | A year’s online fun for the moneywise |
| DATA AS YOU GO – 1 MB | \$0.05 | n/a | For occasional email, internet and apps |

Key features and benefits:

- Can be used for data only or in conjunction with *amaysim AS YOU GO* and *amaysim UNLIMITED*
- Ability for customers to keep their **own number** or choose **another one**
- **Low cost pricing** – from \$9.90 to \$99.90
- **No lock-in contracts**
- **BYO device** or **tether** using a smartphone - no locked dongles sold here!
- Easy, no cost **online bill management** at www.amaysim.com.au
- **Post-paid** and **Pre-paid** available at same rates – customers choose
- New generation SIM **compatible** with the majority of **phones, tablets, laptops** and **personal Wi-Fi** devices (including pop-out **microSIM** for iPhones and iPads), also providing access to *amaysim AS YOU GO* and *amaysim UNLIMITED*
- Now available in over 12,000 locations, making mobile broadband as easy to pick up as a packet of chewing gum
- Powered by the **Optus 3G** network covering 97% of Australians
- The **auto-renew** function means a data pack automatically refreshes at the end of a 30 day cycle. Customers simply turn off auto renew to halt this function
- **Usage alerts** sent to customers **at 75%, 90% and 100%** of data pack usage

- *amaysim MOBILE BROADBAND* packs include **unlimited standard national access to Facebook**, LinkedIn, Foursquare, MySpace, Twitter and eBay (excluding links to content hosted on third party sites, such as videos, articles and images)

The details:

- Downloads and uploads included
- Data expires at the end of the thirty day period for all packs except the 10GB pack (this also applies to the 1GB data pack)
- If consumers use their data pack before the end of the expiry date they can either upgrade to a higher pack than that which has just been exhausted (rather than purchasing multiple 1GB data packs at \$9.90 per pack which could become costly over time), or fall back to *amaysim AS YOU GO* data rates (5c/MB) until their next auto-renew period when they can upsize or downsize their pack– no high excess data usage charges apply
- Supported by amaysim's 100 per cent Australian-based customer service centre

With *amaysim MOBILE BROADBAND*, international roaming costs extra. Roaming is turned off by default and must be manually turned on to avoid Pre-paid customers chewing through credit and Post-paid customers ending up with hefty bills.

amaysim MOBILE BROADBAND packs can be used to supplement the 4GB data included in *amaysim UNLIMITED* or to drive even more value from *amaysim AS YOU GO*.

Introductory promotional offer:

To celebrate the launch of *amaysim MOBILE BROADBAND*, all new customers who buy an amaysim SIM card and activate online or via the customer service centre will receive 20% off their first order (Pre-paid and Post-paid). This offer applies to *amaysim UNLIMITED*, *amaysim AS YOU GO* and *amaysim MOBILE BROADBAND*, excludes retail vouchers and is valid until September 30.

Availability

amaysim SIM packs are available online at www.amaysim.com.au or from over 12,000 retail outlets including 7-Eleven, Harvey Norman, Woolworths Petrol, Newslink, AllPhones, Woolworths, Dick Smith, Coles Express, Franklins, Coles Supermarkets, Australia Post, Kmart and many more.

amaysim has mobile and data plans to suit casual and frequent users. *amaysim MOBILE BROADBAND*, *amaysim UNLIMITED* and *amaysim AS YOU GO* deliver simplicity, fairness and the best value to mobile customers.

Further information on *amaysim MOBILE BROADBAND* can be found at www.amaysim.com.au

Ends

About amaysim

amaysim is changing the way people think about mobile phone plans and is helping to uncap Australia. Founded in November 2010 in Australia by a team of Australian and European entrepreneurs, amaysim is Australia's first low cost mobile service provider. *amaysim mobile broadband*, *amaysim AS YOU GO* and *amaysim UNLIMITED* deliver simplicity, fairness and the best value to mobile customers. Supported by a high quality, 100% Australian customer service centre and a state-of-the-art consumer website, amaysim is delivered over the Optus 3G Mobile network. It is distributed via www.amaysim.com.au and an Australia-wide third party retail network and hundreds of independent mobile phone outlets. Keep up to date with amaysim at www.facebook.com/amaysim, www.amaysim.com.au/blog and twitter.com/amaysimAU.