



COMMUNICATIONS ALLIANCE LTD

MEDIA RELEASE

3 COMMITS TO AUSTRALIA'S NEW TELECOMMUNICATIONS CONSUMER PROTECTIONS CODE

First carrier to become a signatory and complete internal compliance procedures

Sydney, 29 September 2008 – Communications Alliance today announced that Hutchison 3G Australia Pty Limited (3 mobile) has become the first signatory to the new code designed to protect telecommunications consumers.

The Telecommunications Consumer Protections (TCP) Code was developed by Communications Alliance to ensure that residential and small business markets have optimum consumer protection rules across a range of areas.

The code covers a broad range of consumer protection matters including advertising, point-of-sale information, fair consumer contracts, billing, credit management, customer transfer and complaints handling.

By consolidating these protections within a single code, using simple language and uniform definitions, it is intended to enhance consumer protection by simplifying code compliance and ensuring consistency of interpretation.

Communications Alliance CEO, Anne Hurley, commended 3 for signing up to the code following a rigorous internal program of auditing to ensure its practices and procedures were compliant with code obligations.

"We welcome 3's public commitment to the spirit of quality customer service embodied by the protections this new code offers to Australian telecommunications consumers," Ms Hurley said.

"Our philosophy is that consumer protection is an important element of customer satisfaction and loyalty. So it is an excellent way to achieve a mutual benefit for service providers and their customers."

Michael Young, Director, Technology and Customer Services, 3, said: "With the establishment of this single code, it makes it easier for 3's customers to know their rights and ensures that 3's business practices, procedures and staff training are in line with the requirements of this and other industry codes."



COMMUNICATIONS ALLIANCE LTD

MEDIA RELEASE

About Communications Alliance

Communications Alliance was formed to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.

For further information see www.commsalliance.com.au

About 3

3 is Australia's first 3G network, bringing over 1.81million customers mobile broadband, live Mobile TV, full length audio and video music tracks, live Video Calling, high-speed email and other great entertainment and information services in 3's Broadband Zones.

Media information contact:

Jeff Bird – Communications Alliance

Bird & Co. Public Relations

Phone: 02 9365 3585 (office)

0410 323 623 (mobile)

Email: jeffbird@aapt.net.au

Edwina Elliott – 3

Phone: 02 9964 5157 (office)

0412 431 635 (mobile)

Email: eelliott@hutchison.com.au