



COMMUNICATIONS ALLIANCE LTD

MEDIA RELEASE

Communications Alliance Launches New Online Information Resource For Customers About Mobile Premium Services

Webpage designed to help ensure customers are informed on how premium services work so they can make informed purchasing decisions

Sydney, 3 September 2007 – Communications Alliance has announced a new online information resource about mobile premium services for current and potential customers to help them better understand the service and know their rights and safeguards.

The online tool provides detailed information on what Mobile Premium Services are – the name given to information and content services available via mobile phones and mobile Internet enabled devices. It also includes information on the regulation of premium services (the Mobile Premium Services Industry Scheme (MPSIS)), content classification of such services, safety information and advice to help customers know where and how to complain if they have a problem.

“With the increasing opportunity for consumers to have services such as sports highlights, games, news feeds, wallpaper and ring tones readily available for download on their mobile device, it is important that they are fully informed on how these services work – in particular costs and the associated terms and conditions. It is also equally vital that they understand their rights and the safeguards that have been put in place to create a positive customer experience,” said Anne Hurley, CEO, Communications Alliance.

“By empowering consumers to make more informed decisions regarding such services, Communications Alliance aims to facilitate a proactive and responsible industry.”

“Adding to the need for readily available consumer information on mobile premium services is the government review of the Mobile Premium Services Industry Scheme, set for later this year. With input and feedback from the industry, this will ensure that the industry is working in partnership for the benefit of the end user,” concluded Hurley.

The new webpage is located at:

http://www.commsalliance.com.au/activities/mobile_premium_services/customer_information



COMMUNICATIONS ALLIANCE LTD

MEDIA RELEASE

About Communications Alliance

Communications Alliance was formed in 2006 to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.

The prime mission of Communications Alliance is to promote the growth of the Australian communications industry and the protection of consumer interests by fostering the highest standards of business ethics and behaviour through industry self-governance.

For further information see www.commsalliance.com.au

Media Contact:

Andy Sommer

Spectrum Communication

02 9954 3299

andys@spectrumcomms.com.au