

**MEDIA RELEASE**

**03 May 2010**

**Mnet Group signs new three year contract extension with  
Telstra for *Caller Tones***

Mnet Group and Telstra have signed a three-year contract extension seeing Mnet providing managed service and product development support for Telstra's BigPond Caller Tones 'ringback tone' product.

*Caller Tones* is a leading product in the Telstra customer personalisation portfolio, enabling customers to personalise the calling sound that is heard when people dial their mobile phone. *Caller Tones* customers can select their favourite music from more than 8000 thousand song titles, or a wide variety of other content including comedy, sports, cultural and entertainment tones.

*"The contract extension provides the opportunity for Mnet Group and Telstra to grow Caller Tones into a truly mainstream personalised product. We are planning a range of exciting feature enhancements that will see the service become even more accessible to consumers, under a range of innovative new service models," said Mnet Group's Chief Operations Officer, Bob Humphreys.*

Launched in conjunction with Mnet Group in September 2006, the *Caller Tones* service is deeply integrated into Telstra's core mobiles network. The tones are actually held in and played by the network on behalf of the customer who purchases them. The initial system development saw an extensive systems integration activity -- led by the then Mnet Corporation.

Both Mnet Group and Telstra will contribute marketing and product development investments over the life of the deal.

*Caller Tones* provides a free tone and free month's subscription to consumers on sign up and is available to all Telstra mobile subscribers. *Caller Tones* is available from the front page of Telstra's BigPond mobile portal.

Mnet Group, a leading innovator and technology integrator in the mobile sector, provides strategy consulting, application development and marketing solutions to various large organisations in Australia and overseas.

**END**

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**About Mnet Group**

Mnet Group represents the conclusion of the recent merger of Mercury Mobility and Mnet Corporation. The companies were both established in 2001 and have longstanding, experienced executive and employee expertise in delivering successful Mobile solutions.

Both companies are leaders in the mobile content and mobile marketing & professional services industries respectively and the merged entity provides the breadth and depth of capabilities across the Mobile Industry ecosystem for local and international customers.

The companies are pioneers in, and have helped shape, the local Australian mobile industry and both are built on a number of deep client relationships that span many years. Each company has an outstanding track record of working with these clients to deliver market-leading innovation in mobile. For Mercury Mobility and Mnet Corporation, technical capability has been matched by exceptional customer service and insight, supported by full-time in-house research and development staff.