

# MEDIA RELEASE

IMMEDIATE

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The Mobile Revolution!

## mHITs FINALIST in Mobile Marketing and Advertising Awards 2007

mHITs (pronounced Em-HITS) has been nominated as a finalist in the “m-commerce” category of the Australian Mobile Marketing & Advertising Awards 2007.

“This is the 3<sup>rd</sup> consecutive year that mHITs has been nominated as a finalist in the awards” said managing director Mr Harold Dimpel. “mHITs fills a much-needed gap in the marketplace for making small value payments and uses sms-only technology to do so”.

The winner of the category will be announced at the awards ceremony to be held in Sydney on 20 September 2007.

The MMA Award for m-commerce recognises an application, business solution, event or campaign where mobile phones have been utilised as an integral component of a financial transaction. The m-commerce category recognises:

- Purchasing of goods and services
- Banking and financial institution applications, services and transactions
- Ticketing
- Sales redemption coupons
- Bar codes
- Payment for mobile content
- Purchase order that directly converted to a confirmed sale
- And any other m-commerce financial transaction

Certification Authorities



### about the MMA Awards

Now in year five, the ADMA MMA Awards is run by the Australian Direct Marketing Association and sits with ADMA's Mobile Marketing Council. ADMA has actively promoted responsible use of mobile marketing with the launch of the Mobile Marketing Code of Conduct in 2003. Visit [www.mmaawards.com](http://www.mmaawards.com) for more details of the awards.

### what is mHITs?

mHITs is the next step in the evolution of making payments.

mHITs is a person-to-person (p2p) payment system which uses a mobile phone as the transaction device. It is a completely electronic, mobile e-wallet. Users send and receive money via SMS text message and can make payments instantly between any Australian mobile phone. Users can also make purchases from mHITs merchants such as mobile content, MP3 and other electronic downloads, make purchases for goods and services from Internet websites. Other applications include parking, taxi fare payment, charity donations and cash back offers.

Visit [www.mhits.com.au](http://www.mhits.com.au). All new users currently receive an immediate \$10 cash sign-on bonus.

**Send money to your mates...**

**from your mobile!**

mHITs has teamed up with Australian mobile content portal [www.mymobilephone.com.au](http://www.mymobilephone.com.au) to provide mHITs as a payment method for the purchase of ring tones and wallpapers.

mHITs was the winner of the Next Big Thing Award 2007 – People's Choice Award and a joint winner of the “one to watch” category at the Australian Mobile Marketing & Advertising Awards 2006.

### how it works?

mHITs works by users sending SMS text messages to interact with the mHITs server. Payments can be made to other mHITs users, and can also be made to unregistered users. More money can be added from any bank account, or money can be moved out of the system back into a bank account. See below for a summary of commands:

Text your KEYWORD to **0428 696 448**

KEYWORD	DESCRIPTION
<b>pay</b> <mobile> <amount> <message>	send money
<b>balance</b>	account balance
<b>bank</b> < amount >	transfer to bank
<b>buy</b> <merchant ID> <amount> <reference>	buy goods
<b>bpay</b> <biller code> <amount> <bpay reference>	bpay payment

where:

<mobile> is the mobile number of the person receiving the payment  
<amount> is the amount in dollars and cents in the format xx.xx  
<message> is an optional message sent to the person  
<merchant ID> is ID number of the merchant selling the goods  
<reference> is a reference number or order code for the goods  
<biller code> is the bpay biller code  
<bpay reference> is your reference number for the bpay payment

*Network charges may apply for sending an sms from your mobile phone.*

mHITs users can pay each other, purchase goods and services from mHITs merchants, and make BPAY payments

### what does mHITs stand for?

mHITs stands for mobile Handset Initiated Transactions and was first launched in 2004 as a platform for delivering pre-paid mobile re-charge vouchers via SMS. The service was re-launched in May 2006 as a person-to-person payment system. A merchant facility allows business to accept payments from mHITs users.

### contact details

For more details, visit [www.mhits.com.au](http://www.mhits.com.au) or contact Harold Dimpel on 0410 622 272 or via email at [harold@mhits.com.au](mailto:harold@mhits.com.au).

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from your mobile!**