

MEDIA RELEASE

IMMEDIATE

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The **Mobile Revolution!**

mHITS WINNER in Mobile Marketing and Advertising Awards 2006

mHITS was a winner at the Australian Mobile Marketing & Advertising Awards 2006. Along with joint winner "Mikey's MP3 Club" both were joint winners in the "One to watch" category.

This category awards entrants across all categories based on the campaign or application that shows the most potential or deserves the most encouragement. The category rewards the innovative application which shows promise and potential for future growth; is an 'industry first'; and/or challenges and inspires the industry to develop new and creative applications of mobile technology.

"To be a winner is an acknowledgment of our approach of using simple sms only technology which has a universal appeal to all mobile phone users" says mHITS managing director Harold Dimpel. " The mHITS person-to-person payment service is an example of how a very simple concept can be used to provide an enormous benefit to consumers. Making payments directly from a mobile handset is not simply a convenience, it is an inevitability. " "We would particularly like to thank our technology partner *SMS Central Australia* for their tremendous service and support for many years" he continues.

about the MMA Awards

Now in year five, the 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 recent launch of the Mobile Marketing Code of Conduct. Visit www.mmaawards.com for more details of the awards.

what is mHITS?

mHITS is the next step in the evolution of money. mHITS is a person-to-person (p2p) payment system which uses exclusively a mobile phone as the transaction device. It is a completely electronic e-wallet. Users send and receive money via SMS text message and can make payments instantly and securely between any Australian mobile phone in real time with real money. Note – money is not physically sent in an SMS text message, SMS is used as the payment mechanism. All transactions are processed on a secure server.

what can mHITS do?

mHITS satisfies a market need for an independent 3rd party micro-payment platform. As a handset based technology, mHITS is an ideal alternative to premium SMS and IVR services, but also competes with credit card and EFTPOS technologies for low value transactions. Premium services are problematic as they cannot be accessed from many modern account plans, create billing disputes, and for merchants, do not provide a large enough margin to use the

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Send money to your mates...

from your mobile!

services as a payment mechanism due to the large revenue share retained by Telcos for operating these services. Credit card and EFTPOS are also uneconomical means of payment for transactions below \$10 in value.

mHITs provides an ideal micro payment platform for the purchase of mobile content and entertainment services, on-line products and services such as MP3 music downloads, and also Point Of Sale items.

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 for business users will also be launched in October 2006.

Visit www.mhits.com.au. All new users currently receive an immediate \$10 cash sign-on bonus.

how it works?

mHITs works by users sending SMS text messages to interact with the mHITs server. Once a user is registered, payments can be made to other mHITs users, and can also be made to unregistered users. Unregistered users must register in order to access their mHITs funds. 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:

1 Register at www.mhits.com.au

2 Text your **KEYWORD** to **0428 696 448**

KEYWORD	DESCRIPTION
pay <mobile> <amount> <message>	send money
balance	account balance
bank <amount>	transfer to bank account

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

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

3 Receive an sms TXT message with the result

contact details

For more details, visit www.mhits.com.au or contact Harold Dimpel on 0410 622 272 or via email at harold@mhits.com.au.

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