

MEDIA RELEASE

IMMEDIATE

16 January 2007

mHITs open for business – merchant payment facility launched

mHITs has launched a payment facility which allows businesses to receive payments by sms. The service uses the mHITs (pronounced Em-HITS) person-to-person payment service which is a new type of electronic wallet system where users pay each other by SMS text message.

For merchants, mHITs offers a simple low cost real-time solution for low value or so called micro-payment transactions in the range between \$1 and \$20. As a mobile payment technology, mHITs can be used for purchases at outdoor events, from posters advertisements and mail-order advertisements, as well as traditional on-line shopping carts and purchases. mHITs offers a simple two tiered low flat rate fee structure starting from only 25 cents per transaction.

“mHITs provides a solution for micro payment transactions which cannot be met by credit card and EFTPOS technologies” says managing director Harold Dimpel. “mHITs provides an ideal payment method for entertainment such as mobile content and MP3 downloads and as a payment method for applications such as parking and taxi fare payment” he continues.

mHITs has teamed up with Australian mobile content portal www.mymobilephone.com.au to provide mHITs as a payment method for the purchase of ringtones and wallpapers.

merchant facility types

mHITs provides three classes of merchant payment facility:

- standard – any form of supplier selling goods or services including shops (online and retail), mail order, auction website sites, account payments, bills payers etc.
- POS (point of sale) merchants e.g. restaurants, shops, cafes, retailers, etc.
- real-time - goods delivery e.g. mobile content, information, internet downloads etc.

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 exclusively 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 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.

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

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. Visit www.mmaawards.com for details.



The **Mobile Revolution!**

mHITs pty ltd
mhits.com.au
info@mhits.com.au
ABN 82 107 753 613



Send money to your mates...

from your mobile!

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:

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

KEYWORD	DESCRIPTION
pay <mobile> <amount> <message>	send money
balance	account balance
bank < amount>	transfer to bank
buy <merchant ID> <amount> <reference>	buy goods
bpay <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. Additional services are planned for release later in 2007.

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

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.

mHITS Pty Ltd
ABN 82 107 753 613
Canberra Technology Park
49 Phillip Avenue, Watson ACT 2602 Australia
T: 02 6223 2023
F: 02 6242 5090
E: info@mhits.com.au
W: www.mhits.com.au

Send money to your mates...

from your mobile!