



Mnet Group Limited  
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PRESS RELEASE  
For immediate release

## **Mnet Group Secures Mobile Marketing Agreement with Telecom New Zealand**

Sydney Australia, September 27, 2010 – Mnet Group (ASX: MNZ) is pleased to announce a new agreement with Telecom New Zealand Limited, to provide the telecommunications carrier with a full suite of mobile marketing services.

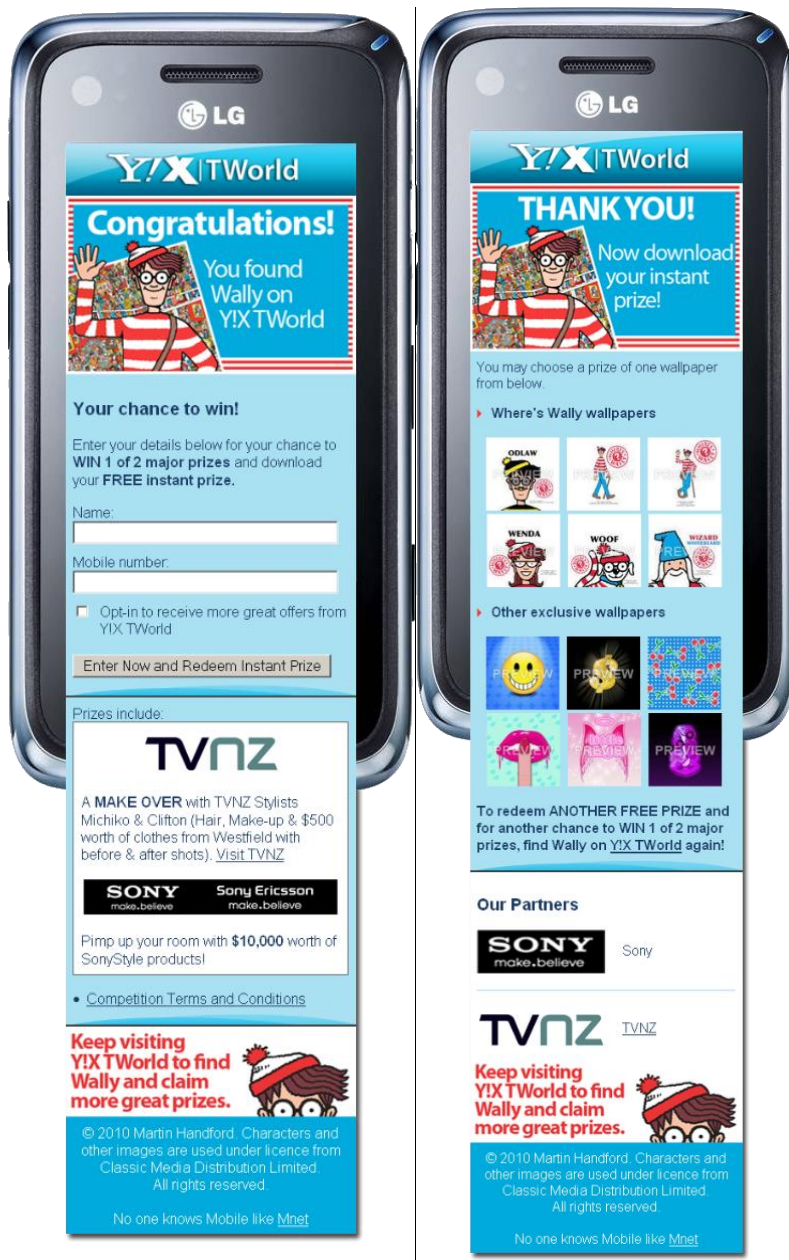
The services include:

- The creation and hosting of promotional mobile banner campaigns used to promote the content and services available across the Telecom New Zealand mobile portal.
- Management, reporting and CRM analysis that will provide Telecom New Zealand with breakthrough customer insight on engagement and customer behaviour.
- Building and maintenance of the opt-in customer database and consulting on communication tactics and strategies to increase customer interaction across the TNZ mobile portal.

Mnet Group's CEO Horden Wiltshire said "We are pleased to extend an already long-standing working relationship with Telecom New Zealand to now include mobile marketing services. It formalises the great work we have been doing together with Telecom over the last 12 months, on campaigns like the highly effective '**Where's Wally**' activation. These have been very successful campaigns, thanks to the mobile marketing systems we've developed over 9 years.

Wiltshire added, "In such a dynamic medium, we can provide end to end control of branded content, marketing inventory, site and application production and technology, which delivers coherent and effective marketing to all mobile devices."

**ENDS**



**For further enquires please contact:**

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**About Mnet Group Limited**

Mnet is Australia's leading full service mobile solutions company. From Mobile Web through to iPhone, iPad and Android applications, Mnet provides the technology and expertise to enable our clients to sell and market their products and services via mobile devices. Our commitment to superior customer service coupled with our strong foundation of proprietary technology and superior mobile content retailing, makes Mnet the mobile partner of choice for many of the world's leading telecommunications carriers, media companies and enterprises. Offices are located in Sydney, Brisbane and Adelaide, with 60+ staff stationed across the 3 offices.

### **About Telecom New Zealand Limited**

Telecom is New Zealand's largest telecommunications service provider, and touches almost every New Zealander through the range of products and services we provide, and the work we do within our communities.

We employ almost 7,000 people here in New Zealand and around 1,600 more in Australia and around the world.

On 31 March 2008 our business was operationally separated in line with amendments to the Telecommunications Act.

As a result, Telecom is now made up of five customer-facing businesses: Chorus; Telecom Wholesale & International; Telecom Retail; Gen-i and AAPT.

### **About Where's Wally**

Created by Martin Handford and first published in 1987, "**Where's Wally?**" is one of the most recognizable characters in the world and a pop culture icon.

A global publishing phenomenon with 50 million books sold worldwide, the successful series is published in over 50 countries and has been translated into more than 25 languages. JOIN THE SEARCH! as the ultimate world traveller graduates beyond books and gets his digital passport. Online, in-store, or at events--who knows where Wally will be spotted next?