

media release

31 August 2009



Vodafone extends 3G coverage: bringing choice and value to regional customers

Vodafone's 3G network goes live in hundreds of regional areas today (Monday 31 August), increasing competition and offering choice and value to customers.

Vodafone customers in upgraded areas can now access 3G services on-the-move, such as internet and email on their mobile phone, or laptop via Vodafone Mobile Broadband*.

To celebrate the 3G upgrade, Vodafone is offering all new and existing customers (on prepaid and contract) unlimited, free access to Facebook on their mobile phone, until 31 October 2009[^].

Nigel Dews, CEO at Vodafone Hutchison Australia (VHA), says regional customers can now enjoy 3G services at Vodafone's great value prices.

"Vodafone is committed to investing in its network to make state-of-the-art 3G services more accessible and affordable.

"Vodafone's great value 3G services are now available to Australians living and working in regional cities and towns, as well as business travellers and holiday-makers who need to stay connected.

"More Vodafone customers, in more places, can now get online on their mobile phone or laptop while they're out and about, to keep up-to-date on emails, stay in-touch with friends and family via Facebook, MySpace or Twitter and blog, game or Google," he said.

Vodafone's 3G network coverage now extends out to Kununurra in WA, Port Douglas in Queensland and Devonport in Tasmania, reaching 94 per cent of the Australian population. Vodafone's 3G coverage previously reached 80 per cent of the Australian population.

To access Vodafone's 3G services in both regional and metropolitan areas, customers can purchase one of 18 3G 900Mhz mobile phones available on Vodafone prepaid or contract, such as the prepaid Nokia 6220 for \$229. Vodafone Prepaid Flexi Caps start at \$29 (includes \$300 total value)~ and give customers the freedom to spend their included Flexible Credit any way they like – on calls, txt, internet browsing, instant messaging and downloading games or music.

As part of the upgrade, Vodafone's regional 2G network will now support EDGE technology. Existing Vodafone customers with a 2G mobile phone will continue to access voice and txt services as normal and can experience an increase in data speeds.

Coverage maps, information on compatible mobile phones and pricing details are available in Vodafone stores and online at www.vodafone.com.au.

Ends.

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Areas now with Vodafone 3G network coverage include:

NSW: Sydney and surrounds, North Coast (from Newcastle to Evans Head), the Hunter Valley Region, Byron Bay, Lismore, Ballina, Kiama, Central North (including Tenterfield, Moree), Northern Rivers (including Lismore and Grafton), Northern Tablelands (including Armidale, Glen Innes and Inverell), the Blue Mountains, west to Orange, Bathurst and Parkes, Albury, the South West (around Goulburn and Yass), Snowy Mountains (including Comma and Perisher Valley), Central South (including Wagga Wagga, Yass and Young), Far South Coast (stretching from Sussex Inlet to Eden), Wollongong, Bowral, Nowra and Broken Hill

Victoria: Melbourne and surrounds, Geelong, Phillip Island, Mornington Peninsula, South Coast (around Colac, Lorne and Apollo Bay), Gippsland (around Sale, Traralgon and Stratford), Central West (around the Grampians, Horsham, Stawell and Nhill), West (around Warrnambool and Portland) and Central (around Shepparton, Seymour, Bendigo, Wodonga)

Queensland: Brisbane and surrounds, the Gold Coast, the Sunshine Coast, from Noosa to Gladstone, Caboolture, Ipswich, Cairns, Port Douglas, Townsville, Toowoomba, along the coast from Mackay to Cairns (including Rockhampton, Emerald) and Central Queensland (around Roma and Mt Isa)

Western Australia: Perth and surrounds, including Mandurah, south including Bunbury, Busselton, Dunsborough, Margaret River, Augusta, Albany and Esperance, east including Narrogin, Northam, Merredin and Kalgoorlie, north including Geraldton and West End, Kalbarri, Carnarvon, Karratha, Dampier, Port Hedland, Broome (including Cable Beach) and Kununurra.

South Australia: Adelaide and surrounds, the Barossa Valley, along the coast (from Mt Gambier to Victor Harbor), around the Spencer Gulf (including Whyalla), the Riverland (from Berri to Mildura) and the southern tip of the Eyre Peninsula (including Port Lincoln)

Tasmania: Hobart and surrounds, Launceston, Wynyard, Devonport, Ulverstone, Exeter, Ross, Burnie and Deloraine

Northern Territory: Darwin and surrounds, Alice Springs, Uluru, Katherine and Jabiru

Australian Capital Territory: Canberra and surrounds

Notes to editor

*Mobile Broadband download speeds are typically between 300kbps and 3.0mbps. Burst speeds of up to 6.0mbps may be experienced in some major metropolitan areas. Individual customer experience may vary – many factors affect access and speed. Slower download speeds may be experienced in regional areas.

^Unlimited Facebook offer is subject to change and ends 31.10.09 unless extended. From 01.11.09, standard data charges will apply (unless offer is extended). Free Facebook mobile access is only available via Vodafone Internet access point (APN) or Vodafone live! access point (APN). Standard data charges will apply for any external links accessed via Facebook. Subject to handset capability and compatibility. For full details visit www.vodafone.com.au. Facebook is a Trademark of Facebook INC.

~Credit subject to a 30 day expiry period. Flexible Credit excludes some calls and services. Flexible Credit excludes premium services & some content downloads. Vodafone to Vodafone Credit applies to calls made to other Vodafone mobile numbers within Australia.

About Vodafone Hutchison Australia (VHA)

Vodafone Hutchison Australia (VHA) is a 50/50 joint venture between Vodafone Australia and Hutchison 3G Australia. VHA markets its products and services under the Vodafone and 3 brands in Australia. VHA has 6.311 million active customers at 31 June 2009.