

# news release



25 August, 2008

## People Telecom signs MVNO agreement with Vodafone Australia

*~Strategy to target greater share of SME market ~*

**Sydney – 25 August 2008 – People Telecom (ASX/NZX:PEO)** today announced a three-year agreement with Vodafone Australia for the supply of mobile voice, mobile email and mobile broadband services.

The agreement, signed in Sydney by People Telecom CEO, John Stanton, and Vodafone Australia Chief Marketing Officer, John Casey, is a core element of People Telecom's multi-partner Mobile Virtual Network Operator (MVNO) strategy.

People Telecom will market innovative mobile services plans on the Vodafone network and significantly increase the reach and scope of its mobile offerings. The deal also provides Vodafone with an important, new growth engine for greater indirect acquisition of small-to-medium enterprise (SME) customers.

Mr Stanton said the agreement with Vodafone was important for several reasons. "This agreement provides People Telecom with stronger operating margins and a platform to expand both mobile and data services with a key relationship supplier in the form of Vodafone.

"We have been successfully providing Blackberry Enterprise services in collaboration with Vodafone for the past two years and we have seen significant customer demand for an expanded range of products delivered on the Vodafone network," Mr Stanton said.

The new agreement also enables People Telecom to broker its own wholesale agreements for Vodafone mobile services direct to ISPs and 'tier-three' carriers throughout Australia.

"This is the second supply announcement for People Telecom in recent weeks and paves the way for us to become a multi-network MVNO, offering all our customers the flexibility of operating on the major mobile networks in Australia," Mr Stanton said.

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**vodafone**

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John Casey, Chief Marketing Officer at Vodafone Australia, said: "People Telecom is a brand that aligns well with Vodafone's strategy to acquire a greater share of SME customers. Competition is good for the industry and even better news for customers. Vodafone has built a world-class network in Australia and we're confident that the terms of our agreement will allow People Telecom to deliver great services and excellent value to personal and business customers."

**ends**

#### **About People Telecom**

People Telecom is a leading supplier of a broad range of retail and wholesale telecommunications products and services, providing a convergence of Voice, Mobile, Data and Hosting. Through the **PeopleNet** web-based customer portal, People Telecom continues to lead the industry with on-line billing and service management solutions, allowing customers to take full control of their billing and communications needs while providing complete account insight through a secure website 24 hours, 7 days per week. People Telecom's **Wireless2Go** mobile broadband service provides high-speed broadband connectivity direct to a lap-top or PC, and operates wherever HSDPA, 3G or GSM coverage is available. For more information visit: [www.peopletelecom.com.au](http://www.peopletelecom.com.au)

#### **About Vodafone**

Vodafone is the world's leading international mobile communications group with over 260 million proportionate customers as of 31 March 2008. Vodafone currently has equity interests in 25 countries across five continents and a further 42 partner networks worldwide.

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