

NEWS RELEASE

SANTA SET TO GIVE A RECORD NUMBER OF MOBILE PHONES THIS CHRISTMAS

Sydney, Australia, 13 December, 2006 – Up to 1 million Australians are likely to wake up and find a mobile phone in their Christmas stocking this year, according to Australia's largest independent communications retailer, Allphones.

According to Allphones CEO, Matthew Donnellan, sales of mobile phones have been building steadily all year, but Christmas is the bumper season.

“With the 3G handsets offering video, music and tailored content; coupled with new cap plans; and the release of the most competitive line-up of 2.5G pre paid mobiles from Nokia, Sony Ericsson, Motorola, Samsung and LG, we are seeing very strong sales. Indeed we believe mobile phones will be at the top of the Christmas gift list this year,” said Mr Donnellan.

Allphones is Australia's largest independent communications retailer and is the only retailer to offer customers the choice of all mobile networks and all branded mobile handsets.

“Allphones has a genuine focus on customer satisfaction,” said Matthew Donnellan, CEO of Allphones. “We pride ourselves on being a consumer champion and are committed to giving our customers the widest choice of any retailer, to enable them to make the right decision to suit their individual needs.”

With the availability of the widest range ever of mobile handsets and network plans to suit everyone's needs, Allphones believes there has never been a better time for the consumer to buy a mobile phone.

With over 150 stores nationally, Allphones Retail sells more mobile phones in Australia than any other independent retailer.

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About Allphones Group

Allphones Retail, known simply as Allphones, is Australia's largest specialist multi-carrier mobile telecommunications retailer. Allphones Group also includes Allphones Business, a total services business for telecommunications supplying the corporate sector with office telephone systems, business broadband and business mobiles.

Allphones is a champion of consumer choice and is the only retailer in Australia that sells all the mobile networks and all the manufacturers' mobile handsets. With over 150 stores nationally, Allphones Retail sells more mobile phones in Australia than any other independent retailer.

Originally founded in South Australia in 1989, with a single store in Mile End, Allphones entered NSW in 2001. Allphones operates its franchise system in all Australian states and territories. The company is one of the largest franchise retailers in Australia thanks to its unique franchising model, which allows franchisees to operate in a true partnership with the Group by sharing gross profit and not incurring royalties based on turnover.

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For further information and images, please contact:

Louise Roberts or Pru Quinlan

Einsteinz Communications - for Allphones

T: (02) 9965 7227 or 0405 579633

Email: louise@einsteinz.com.au or pru@einsteinz.com.au