

## Tel.Pacific launches pre-paid “Hello Mobile” service

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- Tel.Pacific launches Hello Mobile
    - Hello Mobile is a prepaid mobile service
    - Products will be sold through existing channels and distribution
  - Offers customers quality international calls at a dramatically lower rate
    - Direct from their mobile phone
  - Tel.Pacific’s strategic benefits from this product include:
    - Enhancing the Company’s strong reputation in the channels
    - Leveraging the leading and well known “Hello” brand
    - Products easily distributed within existing channels
    - Taking the Company’s strengths into another significant market (prepaid mobile)
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**Friday 29, January 2010:** The Board of Tel.Pacific Limited (ASX:TPC) today announced that the Company has launched its Prepaid “Hello Mobile” service. The Hello Mobile branded SIMs and recharge products will be distributed throughout the Company’s existing retailers throughout Australia.

The value proposition offered by the Company is to provide customers with quality international calls direct from their mobile phone, at a significantly lower rate than is usually offered to mobile customers by the major carriers. The Company will use its experience in providing excellent value international calls to calling card customers, to offer similar benefits direct to pre-paid mobile phone customers. The Company’s experience is reflected in the branding of the product as “Hello Mobile”, benefiting from the extensive reputation built up in the Hello brand in the established calling card market.

Charles Huang, Tel.Pacific CEO said “In the last six months the team has been working very hard to create a product that is easy to use and beneficial to our customers. I am happy to say that we have a great product, and yet again are able to offer excellent value to our customers. From a strategic perspective, using our nationwide distribution network and professional customer service team means we will hit the ground running in this launch, and I believe the business will be a very promising part of the Company in the future.”

“Tel.Pacific’s name has been synonymous with the calling card industry for some years, and now we are able to compete in a substantially bigger and potentially more lucrative mobile market (the prepaid mobile market in Australia has been valued in the billions of dollars). We are in a good position to continue to reap the rewards of having established over a number of years an excellent customer service and marketing company.”

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**About Tel.Pacific**

*Established in 1996, Tel.Pacific is a significant participant in the Australian communications market. The Company's core business centres around the provision of pre-paid telephony products and services through extensive distribution networks.*

*Since its establishment Tel.Pacific has experienced strong and sustained revenue growth. Tel.Pacific sees continued growth opportunity in its pre-paid calling card business and intends to further expand its business activities in this area as part of its long-term growth strategy.*

*Tel.Pacific's core product line comprises more than 30 brands of low cost pre-paid calling cards mainly used for international telephone calls to over 230 countries and regions. The Company's portfolio includes the well known Hello, Joy and GPS brands.*

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