

## **World Cup SMS Alerts: Mobile 365 Kicks Off with Fairfax Digital**

### ***Mobile 365 to Supply World-class SMS Alerts to Fairfax for World Cup Mobile Campaign***

**Sydney, 08.06.2006** - Mobile 365, the global leader in mobile messaging and data services, today announced its contract with Fairfax Digital to deliver World Cup Soccer SMS alerts. Fairfax Digital, the online news and classifieds business of John Fairfax Holdings Limited, is promoting World Cup Soccer alerts across its online and print editions of *The Sydney Morning Herald*, *The Sun-Herald*, and *The Age*.

Fairfax Digital Commercial Director, Nic Cola said, "Due to the time difference between Australia and Germany, we recognised an opportunity for Fairfax Digital to offer both real-time and scheduled SMS alerts to soccer fans. World Cup Soccer is an important promotion for our flagship news brands, as it extends our cross-platform delivery of content that includes newspapers, the Websites and mobile sites, and now SMS alerts."

Mobile 365 is the largest third-party aggregator in Australia. In addition, Mobile 365 offers an interactive solution to brands and content providers. Cameron Franks, Mobile 365 Country Manager, says, "Mobile 365's Application Manager platform—and the alerts package—is specially designed to handle high-volume outbound traffic, and is flexible and simple to use via a Web interface. We worked closely with Fairfax Digital to design the alerts and competition mechanics based on our experience of running major media campaigns in Asia-Pacific, Europe, and the U.S."

Subscribing to the World Cup SMS Alerts is easy. Subscribers can choose from two packages of either real-time alerts (for half-time and full-time scores, as they happen) or scheduled alerts (for breakfast scores). The subscriber then chooses the country whose scores they wish to receive. Both packages also contain daily team news updates. All subscribers are entered into a draw to win one of two iPods.

Mobile 365's Application Manager manages both inbound and outbound services such as alerts, competitions, and voting. Companies can set up one—or all—components as required. All campaigns are set up and managed via a simple Web interface with campaign and traffic volumes monitored in real-time.

### **About Mobile 365**

Delivering two billion messages per month, Mobile 365 leads the world in the global delivery and settlement of mobile messaging and data services, including SMS, MMS, and WAP. With reach to more than 500 mobile operators around the world, Mobile 365 is at the forefront of mobile interoperability messaging and the distribution of premium content and value-added services. Headquartered outside of Washington, D.C., Mobile 365 has offices in Beijing, Guangzhou, Hamburg, Hong Kong, Johannesburg, Kuala Lumpur, London, Madrid, Mexico City, Milan, New Delhi, Paris, San Francisco, Shanghai, Singapore, Sydney, and Taipei. Major operator customers include Verizon

Wireless, Vodafone, Cingular Wireless, T-Mobile, Telcel, Telefonica, O2, China Mobile, China Unicom, Hutchison, and Airtel. Major brand customers include Volvo, Sony Pictures, MSN, Citibank, Siemens, Ogilvy, Yahoo!, and Dunkin' Donuts. For more information, visit: [www.mobile365.com](http://www.mobile365.com).

### **About Fairfax Digital**

Fairfax Digital is Australia's leading provider of online news and classifieds. Comprising around 30 interactive sites which reach over eight million visitors each month, Fairfax Digital provides incisive and constantly updated information on news, finance, business, IT, sport and entertainment - and features the online presence of some of Australia's most prominent media brands such as [smh.com.au](http://smh.com.au), [theage.com.au](http://theage.com.au), and [afr.com.au](http://afr.com.au).