

Mobile 365 Provides Connectivity to Sensis

Sensis Launches New Mobile Search Service, Powered by Mobile 365

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Sydney, 14.12.2005 - Mobile 365, the global leader in mobile messaging and data services, today announced a contract with Sensis, Australia's leading information resource, to provide connectivity and delivery to power its new "Sensis SMS" search service.

Sensis SMS is Australia's first text message search service for business and residential numbers and addresses. Sensis SMS enables mobile phone users to search for a business or residential listing by sending an SMS to Sensis on "191 SMS" (191 767), and receiving back a text message with relevant information from the Yellow Pages® or White Pages® directories.

Sebastian Baldwin, Group Manager, Sensis Wireless said Sensis SMS is the next big thing in text messaging and would be available to all Australians who have mobile phones with Telstra, Optus, 3, Vodafone, Orange, or Virgin. "We are delighted to be working with Mobile 365 to provide this exciting new service, one which we believe will energize Australians to use SMS to help them find the information they are looking for," said Sebastian.

"Sensis's landmark search service is a great example of using the mobile medium in an innovative and useful way," says Cameron Franks, Mobile 365 Australia Country Manager. "Mobile 365 is the largest third-party mobile messaging provider in Australia with connections to all mobile operators, and brings its local and international expertise in media and broadcasting to this partnership. We are delighted to assist Sensis with strategic operator-grade technical and interactivity services to effectively deliver in real-time."

As the leader in mobile messaging, Mobile 365 is providing the messaging and connectivity infrastructure behind the Sensis SMS service. The company provides unrivalled global SMS reach to more than 500 global operators over a dedicated, privately-owned SS7 and IP network.

Mobile 365 clients in Australia include Australian Broadcasting Corporation (ABC), Australian Rugby, Citibank, Diners Club, Macquarie Regional Radioworks, McWilliam's Wines, Nestle Globe, Ninemsn, Orange, Pacific Magazines, and Unisys.

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 in Chantilly, Virginia, USA, Mobile 365 has offices in Beijing, Guangzhou, Hamburg, Hong Kong, Kuala Lumpur, Lisbon, London, Madrid, Mexico City, Milan, New Delhi, Paris, San Mateo (California, USA), 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.

About Sensis

Sensis is Australia's leading information resource. Sensis' popular information services make complex lives simpler by helping Australians find, buy and sell. These services include Yellow Pages®, White Pages®, Trading Post®, CitySearch®, UBD®, Gregory's® and Whereis®. Sensis provides advertising services to 420,000 Australian businesses, of which 90 per cent are SMEs. ® Registered trade mark of Telstra Corporation Limited (ABN 33 051 775 556). Sensis Pty Ltd (ABN 30 007 423 912) has responsibility for Production of Yellow Pages® and White Pages® directories and related products on behalf of Telstra Corporation Limited.