



Press Release

For release on or after **September 25, 2007**.

SmsFun - Australia's fastest growing mobile community today launched New Zealand's first dedicated free sms mobile website.

After years of struggling to source free sms on the internet, New Zealanders are finally able to enjoy the benefits many other mobile users around the world have used for years. SmsFun has stepped up to the plate after months of development and launched smsfun.co.nz where members can now send up to 10 free sms every day without charge.

Smsfun Managing Director Mark Ross-Smith says "This is a giant step forward for NZ mobile users. No longer are New Zealanders subject to paying ludicrous amounts to the telecoms for what is seen as a basic right for mobile users all around the world. Sms is the fundamental tool of communication – especially with the younger generation and now they can use it absolutely free."

New Zealanders who sign up during the SmsFun.co.nz launch period which ends on October 31 will be able to send up to 10 sms to friends and family in Australia and New Zealand at no cost – ever.

SmsFun Australia started in 2006 and has since helped members save over \$840,000 AUD in SMS charges by sending in excess of 3.8 million sms for free.

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