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OPTUS & MACQUARIE RADIO NETWORK FIRST TO OFFER CELLCASTING TO OPTUS MOBILE CUSTOMERS

Optus & MRN offer live audio coverage of rugby league finals' series

Optus and Macquarie Radio Network (MRN) today announced a partnership to offer content to Optus' 6.4 million mobile customers via Optus' innovative new mobile podcasting style service termed - 'Mobile Cellcasting'.

Optus and MRN are first-to-market in Australia with this new mobile cellcasting service, utilising technology from mobile platform provider - OnMobile.

By simply dialling **955** on their handset, Optus mobile customers get access to 'On Demand' and 'Event Based' content. Customers are presented with a suite of content which is updated throughout the day. Customers can control the service through voice-activated commands.

The content is simple to access, swift and convenient, data connection is not required and customers do not require any special handsets, software or connection technology.

"Our Optus partnership means MRN's diverse range of content will be available to millions of Optus customers Australia-wide," said MRN CEO, Angela Clark. "In phase one, Optus mobile phone customers will be able to access a selection of our audio podcast menu including Ray Hadley's "Continuous Call Team" coverage of the rugby league finals' series, and speciality cellcasts in the categories of entertainment, lifestyle and travel."

"The mobile phone is increasingly becoming a key entertainment device. Partnering with Macquarie Radio Network to provide this audio service is another step in providing all Optus mobile customers with a wide range of lifestyle, sports, news and general entertainment services. **955** is free to trial for all Optus mobile customers until 15 October," Chris Lane, Group Director, Products and Delivery, Optus Consumer said.

Examples of the available Cellcasting Content (Phase One);

- Ray Hadley's "Continuous Call Team" - coverage of rugby league finals' series
- "Continuous Call Team Highlights" - archived radio segments of 2006
- Lifestyle – updated weekly
- Travel & Leisure – updated weekly
- Entertainment content

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