



Media Release; 14 July 2005

Unwired & Macquarie Radio in landmark three year deal

Australia's fastest growing wireless broadband operator, Unwired Australia (ASX: UNW), has secured the sponsorship of the Alan Jones Show on 2GB, giving exclusive advertising rights in the internet services category Macquarie Radio Network (ASX:MRN) announced today.

Unwired CEO, Mr David Spence said: "We see this as an opportunity of mutual significance. As Australia's undisputed talk-back King, Alan Jones will play an important role in helping Sydney to understand the simplicity and the potential of Unwired's wireless broadband offering.

"We have found radio to be the most effective method of advertising since Unwired launched in August 2004. The flexibility of radio enables us to control our advertising campaigns in almost real-time, which maximises the value and the impact of our advertising spend. Our investment in the Alan Jones Show is a natural extension of our proven radio formula.

"As wireless broadband technology moves into the mainstream, Unwired recognises the need to communicate to a broader range of demographics, not simply technology's early adopters."

MRN CEO Angela Clark said: "We're delighted to have secured Unwired as our long-term advertising sponsor of the Alan Jones Show.

"We believe that Unwired has recognised that convenient wireless internet products will have a real appeal to our listeners who are information hungry and look for increasing engagement with their families and community on-line. "

This multi-million dollar advertising deal is a combination of equity and cash over three years. Unwired will issue Macquarie Radio 3.3 million shares in year one.

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Media information:

Antonia O'Neill

Fleur Brown

Macquarie Radio Network**Unwired Australia**

Ph: 02 9270 0240 / 0417 252 805

Ph: 02 9270 0241 / 0419 270 863

About Unwired

Unwired is an Australian-owned, ASX-listed wireless broadband carrier. It services residential, small office/home office and small to medium enterprise markets in the greater Sydney region. At the end of May 2005, the company had more than 25,000 customers in Sydney alone, just nine months after it launched its commercial service on 19 August 2004. For more information: www.unwired.com.au

About Macquarie Radio

Macquarie Radio Network owns top-rating Sydney radio station 2GB and easy listening station 2CH. 2GB is the number one rating commercial radio station in Sydney. 2GB's ratings success is attributable to its focus on a diverse mix of programming that includes highly successful breakfast, morning and weekend shows with some of Australia's best-known radio personalities such as Alan Jones and Ray Hadley. In April 2005, Macquarie Radio successfully listed on the ASX.

Relevant Information on Macquarie Radio's audience profile:

- o Macquarie Radio reaches 904,000 different listeners each week (unduplicated)
- o Alan Jones continues to dominate with 21.2% share of commercial listening (M-F 5.30-10am) – 37% more listeners on average than the next best station Nova (15.5%)
- o 2GB is the second highest station in Sydney for commercial listening by all adults who have been on-line in the past week (M-F 5.30-10am)
- o Highest average time spent listening 15 hours and 41 minutes for 2GB/ 2CH
- o Each week around 400,000 different adults tune in to 2GB breakfast
- o 203,000 different listeners to Alan Jones Breakfast show have accessed the internet in the past month – 96% of those listeners accessed from home

(Source: Nielsen Media Research Survey 4, 2005, Mon-Sun)