



## Friends can help you get a free iPhone

- SMSFun members who refer 100 friends will receive a brand new iPhone 3G
- SMSFun has more than 200,000 members and has saved them more than \$4million
- Registered users are sending an SMS every three seconds

An Australian social networking site which offers a free SMS service is giving free iPhones to members who sign up 100 friends.

[SMSFun.com.au](http://SMSFun.com.au) is asking its members to get their friends and colleagues to sign up and use the free service; giving them a free iPhone for their assistance.

The first Australian iPhones which went on sale last Friday are proving popular particularly with the likes of Mark Ross-Smith and Matt Ascough from SMS Fun who were up at 4am on Friday to get their hands on an iPhone.

Mark and Matt are looking forward to hearing what their members think about the new iPhones but are also keen to see how inventive members will be in spreading the word.

“We have given away a lot of different phones to our members but we think the iPhone represents a huge step in social networking and we are really looking forward to hearing how our members use them,” Mark and Matt said.

“We’re really looking forward to seeing how this campaign works because it brings together a lot of different social networking sites and also crosses over into online environments such as blogs and news sites,” Mark said.

SMSFun has more than 200,000 members and has already saved them more than \$4million in SMS messaging charges, since the site went live two years ago.

Members will need to get imaginative about contacting their friends. Communicating via Social networking sites such as MSN, MySpace or Facebook, by blogging or through more traditional posters, banners and flyers at work or hand outs at local hangouts are some suggested methods.

### For more information please contact:

Jack Walden – [jack@thecword.com.au](mailto:jack@thecword.com.au) - 0428 300 090