

August 2006



Mobile Carriers Beware – SMSFun Australia Launch

Brisbane, Australia - August 2, 2006 - Live from the basement of the SMSFun office in Brisbane, the newest and slickest web service goes live with big dreams and a bright future - www.smsfun.com.au

After 6 months of development, refinement and testing, Australia's next generation free SMS service goes live and members are embracing the launch with gratitude.

One new member, Vicky from Sydney says "This is a brilliant concept -- Telstra is going to hate you for saving me so much money on my mobile phone bill".

SMSFun enables anyone with an Australian mobile phone to sign up and send SMS (short message service) messages for free from the website (smsfun.com.au) to friends and family at no cost. Features such as a SMS calendar, secret love SMS and `fool your friends` joke SMS are scheduled for launch later this week.

The service remains free because of support from advertisers and members are encouraged to help support the community regularly in order to keep the service fast, free and fun.

For more information please contact

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