



ASX Release

ComTel unveils GenY mobile, Amichi

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Signaling its transition from acquisition build to organic growth, ComTel Corporation Limited (ASX:CMO) today launched its first purpose-built mobile offering, targeting the mobile savvy and highly social 18-29 year old market.

Amichi, Latin for friends, is the culmination of market and product research, which found Generation Y users are dissatisfied with current mobile offerings.

"Younger users want mobile solutions that cater to their social, spontaneous and active lifestyles, at an affordable cost," ComTel Managing Director David Sweet said.

"We have designed Amichi to be a low-cost, fun and community-centric mobile offering, that will deliver the benefits of permission based marketing and email," Sweet said, adding that full integration is expected to be complete within the coming months.

"Our goal is to generate value beyond talk and text."

"A technology dependent, savvy and social generation is evolving, for whom stationary email access or restrictive mobile terms are redundant, and we are building the brands and functionalities to reach these discontented markets."

Sweet said that Amichi would evolve as a revolutionary retail offering and form the basis of ComTel's white labeling capabilities for organisations and businesses wanting to brand their own mobile offering.

"Amichi's 'opt-in' and community focused design presents a powerful value proposition to consumers, advertisers and organisations," Sweet said.

"There is every likelihood that we will see large member associations and retail businesses extending their value propositions to include mobile services, thereby creating a direct and real-time marketing interface," Sweet said.

Amichi joins ComTel's stable of segment focused mobile offerings including pre-paid Just Mobile and pre and post paid Reward Mobile, both grown through acquisition activity and dependent on its Network Capacity Agreement (NCA) with Vodafone.

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About ComTel Corporation Limited

ComTel Corporation Limited is an Australian ASX listed (CMO) mobile and e-marketing company, formerly known as CommoTel. Its competitive mobile offerings incorporate permission-based advertising and internet functionalities to generate value of personal relevance to users and real-time customer reach for advertisers. ComTel has a long-term Network Capacity Agreement with Vodafone Australia, which also enables it to service wholesale customers operating their own mobile and ISP brands.

For further information

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