



**\*\* MEDIA ADVISORY \*\***

**For immediate release**

***Boost Mobile Launches a Super Cap Pre-Paid rate plan geared especially for web***

**(SYDNEY, 10 July 2008):** Boost Mobile have launched a very competitive pre-paid rate plan in June designed to encourage and support web usage on pre paid handsets, especially the Apple iPhone, to be released later this week in Australia.

The Boost Mobile Super Cap rate plan has taken a hold of the popular 'Cap' deal in the marketplace, which offers customers more upfront value than the initial dollars paid for recharge. A \$30 spend on the Boost Mobile Super Cap gives over \$150 of value for talk and text plus 50MB of data to use surfing the web from your handset. 50MB means eg. 2500 viewed pages of a WAP site, 2000 wallpaper downloads, 165 ringtone downloads etc.

For mobile use the minimum recharge of \$30 can get you a lot of use on a mobile phone. For heavy iPhone web browsers a \$70 recharge will get the customer 300MB of data to use for whatever they like.

Boost Mobile has no immediate plans to offer the iPhone as part of their range, however Boost Mobile believes the Super Cap rate plan is necessary in today's mobile environment as more and more youth want to keep in touch with friends through IM or their social networking sites. The new data allowances on the Boost Mobile Super Cap pre-paid plan also compliment a youthful thirst for music downloads, ringtones and games without the fear of loosing all their credit.

Recently Boost Mobile broke new ground in offering FREE 24x7 MySpace access from it's Sony Ericsson K530i pre-paid handset. A bespoke link carries customers free of data charges and free of airtime charges into the world of MySpace directly from their handset. An offer that is proving to be extremely popular with today's SNS-hungry youth.

James Currah GM of Marketing at Boost said "we have worked hard to launch the new and improved Boost Super Cap plan to anticipate the many pre-paid Apple iPhone buyers looking to enjoy their devices without the fear of bill shock, a common experience with mobile use".

**About Boost Mobile:**

Boost-tel Pty Limited (Boost Mobile) is headquartered in Sydney, Australia. The company is a lifestyle-based telecommunications company that focuses solely on developing and distributing communications products for the youth market. Boost Mobile's offerings include prepaid mobile phone services, 'Re-Boost' pre-paid call credit and a wide range of accessories, Long distance and International calling cards and other cutting-edge mobile services. Boost Mobile's marketing is centred on youth activities such as action sports, music, fashion and entertainment. Find more information on the Web at [www.boost.com.au](http://www.boost.com.au). Boost Mobile is proudly powered by Optus.

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