



Media Release

TPG Enters the Mobile Broadband Space

Sydney, 7 September 2011 – TPG has recently introduced Mobile Broadband into their product range to increase depth in their consumer offering.

Entering an already competitive Mobile Broadband market, TPG promotes aggressive pricing for their plans starting at 500MB for \$5 per month.

“Mobile Broadband is a very competitive market. We are now beyond the early adoption phase. TPG is able to offer prices that are up to 50% cheaper than some competitors” said Mr. Levy.

TPG Mobile Broadband has five different plans to suit various types of users. These plans are suitable for Internet on the go and usage such as accessing email, web browsing, and social networking. For heavy usage, TPG still recommends its ADSL2+ fixed broadband product suite.

This product offering presents great value to consumers and is similar to TPG Mobile – SIM only, no contract plans.

“The next phase of Internet growth is taking place via mobile and tablet devices. TPG Mobile Broadband plans are perfect for iPad or tablet owners. We are making Mobile Broadband more affordable for consumers, just like our DSL, Mobile, and Home Phone products” said Craig Levy, TPG’s General Manager of Sales and Marketing.

TPG Mobile Broadband is routed internationally via TPG’s PPC-1 undersea cable and locally via PIPE Peering, both owned and operated by TPG Telecom (ASX: TPM).

As an optional add-on, TPG offers a premium unlocked USB modem compatible with both Windows and Mac available for outright purchase for \$49.99.

TPG’s next consumer product launch is focused on a refresh of Mobile SIM only product range which TPG believes will be the best value in Australia.

For more information on TPG Mobile Broadband, visit <http://www.tpg.com.au/mobilebroadband>

Media Inquiries

media@tpg.com.au

65 Waterloo Road
North Ryde NSW 2113
T 02 9850 0800
F 02 9850 0813
www.tpg.com.au
TPG Telecom Limited
ABN 46 093 058 069