

PRESS RELEASE
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MOBILE CONCIERGE HELPS FIGHT TECHNO-RAGE

Smart thinking from mobile services company, Mobile Mentor, is aimed at tackling the frustration factor rising from technical problems, challenges or when a mobile device just stops working.

The company is moving beyond mentoring to launch support services aimed at both consumer and corporate customers.

It was recently named as 13th fastest of the Deloitte Fast 50 companies with an impressive growth rate of 358%, also taking out Fastest Growing Employer – Regional winner for Auckland and Upper North Island and Fastest Growing Investment in R & D - Regional winner for Auckland and Upper North Island

Mobile Mentor CEO Denis O'Shea describes the new 'Concierge' service as the mobile phone equivalent to AA roadside assistance for vehicles.

"People tell us they are immensely frustrated when their phone goes in for repair and they get handed from one person to another, given an unfamiliar loan phone and struggle to retain mission-critical data and contacts. Because we are now so dependent on mobile communication, when it does go wrong it can reduce strong men almost to tears of frustration.

"We have seen this through our work mentoring almost 100,000 users of high end mobiles and PDAs and we could see there was a distinct gap in the market for someone to take the load and let busy people just get on with their lives," said O'Shea.

Mobile Concierge utilises Mobile Mentor's unique understanding of customer's needs, and takes a '5R' approach to all the technical issues related to a customer's mobile device, including Respond, Resolve, Restore, Replacement and Repair.

O'Shea says that for just \$99 a year, Mobile Concierge offers support from an expert mentor, whatever the issue. "The mentor takes over the problem, will help you restore any essential settings, services, contacts or data if things go wrong, and will give you a loan phone similar to the one being repaired so you can carry on working seamlessly. We also manage the repair and replacement process from start to finish to reduce the hassle and down-time."

Earlier this year Mobile Mentor secured two large international contracts. Its Australian subsidiary secured a multi-year exclusive contract with the largest communications operator in the Australian market to provide its mentoring services to Telstra customers. The service launched in Sydney in June, with local operations expanding to Melbourne, Brisbane, Adelaide and Perth within the year.

In March, the company gained a contract with Telecom Italia Mobile, a major mobile operator in Brazil. That deal is likely to be worth \$50m to the four year old company, and will see about 400,000 people having mentoring sessions on their new smart phones throughout Brazil.

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More information
Denis O'Shea 021 455 000
www.mobile-mentor.com