

PRESS RELEASE  
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## **MOBILE MENTOR DRIVES RECORD SERVICE ADOPTION AND CUSTOMER SATISFACTION FOR TELSTRA**

Auckland, New Zealand - Mobile Mentor, a leading provider of one-on-one mentoring & support services for mobile devices announced today that their mentoring service deployed with Telstra, known as Telstra Mentor, has been a phenomenal success. Telstra Mentor has been responsible for greatly increasing customer satisfaction. In Telstra's most recent investor day meeting, Telstra Group Managing Director, Mr. David Moffatt said "The Telstra Mentor program provides customers with relevant, efficient and simple tutorials that help maximize the value they derive from our services."

Since Mobile Mentor launched the mentoring service:

- **Service adoption has increased greatly and customer satisfaction has reached an all time high at 95%.**
- **Mentored customers purchased 66% more browsing packs.**
- **Data usage is now more than 1.5x that of customers that have not been mentored.**

Telstra's customers were more than happy to share their thoughts about the Mobile Mentor service with comments such as "I don't actually mind paying more for a quality product", and "with Telstra I have a service I can actually use".

"We are extremely pleased with the Telstra results" said Denis O'Shea, Founder & CEO of Mobile Mentor. We have launched our services in three countries (Australia, Brazil & New Zealand) to date and will be launching in the USA, Europe and China in 2009. We hope to see similar results in markets across the globe as mobile users are eager to leverage the latest mobile devices and simply need a helping hand to unlock their potential. The mentor is positioned as trusted advisor to deliver a compelling service experience that allows a busy customer to participate fully in today's mobile-internet culture without having to read a manual."

Mobile Mentor is a leading provider of one-on-one mentoring and support services for today's growing number of feature-rich and powerful mobile devices. Mobile Mentor supports all major brands of mobile phones including Apple, Blackberry, Microsoft, Motorola, Nokia, Palm, Samsung and many others. Mobile Mentor's current clients include Telstra in Australia, Vodafone in New Zealand and TIM in Brazil.

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