

MEDIA RELEASE

IMMEDIATE

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The Mobile Revolution!

Pay for coffee by SMS launches in Sydney CBD

Commencing Monday 23rd February, mHITs will be launching its SMS payment service in venues in the Sydney CBD. The first venue will be Café Chicane, 20 Bond St Sydney. Details for other venues are available via the mHITs website at www.mhits.com.au.

The mHITs service allows consumers to pay for coffee or other food and beverage items using their mobile phone simply by sending an SMS text message. Consumers can also use the mHITs service to pre-order their items before arrival at a venue, meaning less queuing and waiting and faster service.

“We are very excited to be offering this service to Australian consumers” said mHITs CEO Mr Harold Dimpel. “mHITs fills a much-needed gap in the marketplace for making small payments including retail point of sale payments and uses simple SMS technology to do so” he continues.

what is mHITs?

mHITs (pronounced Em-HITS) is the next step in the evolution of payments.

mHITs is a multi-award winning Australian developed person-to-person (p2p) payment service which uses a mobile phone as the transaction device. Users send and receive money via SMS text message and can make payments instantly between any Australian mobile phone. The service works on all mobile phones, all Australian mobile networks and with any account plan. Users can make purchases from mHITs merchants, purchase food and beverages at retail Point Of Sale, purchase mobile content, MP3 and other electronic downloads, or make purchases for goods and services from Internet websites. Other applications include vending machines, parking, taxi fare payment, charity donations and cash back offers.

Visit www.mhits.com.au. All new users currently receive an immediate \$5 cash sign-on bonus.

how it works?

mHITs works by users sending SMS text messages to interact with the mHITs server. Payments can be made to other mHITs users, and can also be made to unregistered users. More money can be added from any bank account, or money can be moved out of the system back into a bank account. See below for a summary of commands:

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Text your keyword to 0428 696 448

Keyword	Description
pay <mobile> <amount> <message>	send money
balance	account balance
bank <amount>	transfer
buy <merchant ID> <amount> <reference>	buy goods
bpay <biller code> <amount> <bpay reference>	bpay payment

mHITs users can pay each other, purchase goods and services from mHITs merchants, and make BPAY payments.

what does mHITs stand for?

mHITs stands for **mobile Handset Initiated Transactions** and was first launched in 2004 as a platform for delivering pre-paid mobile re-charge vouchers via SMS. The service was re-launched in May 2006 as a person-to-person payment system. A merchant facility allows business to accept payments from mHITs users.

contact details

For more details, visit www.mhits.com.au or contact Harold Dimpel on 0410 622 272 or via email at harold@mhits.com.au.

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