



Media Release



mHITS WINNER in Australian Mobile Awards

Canberra: 9 September 2011

The mHITS Australia SMS payment service was announced as a WINNER in the 2011 Australian Mobile Awards. mHITS was selected as the winner of the Mobile Trading Platform section within the Finance, Business and mCommerce category of the awards. The award was announced at the awards ceremony held at the Beresford Hotel Surry Hills in Sydney on 8 September 2011.

“We are very excited to have received this award” says mHITS founder and CEO Harold Dimpel.

“mHITS is a simple SMS based payment service that is available to all Australian mobile phone users. This latest award is recognition that innovation and successful commercialisation are possible even in challenging economic times” he continues.

The mHITS service allows users to send and receive payments via SMS text message. Users can send and receive payments to each other by SMS or can order and pay for food and beverage items such as coffee from mHITS venues. Focusing on micro-payments, the platform is the only carrier-independent and bank-independent mobile payment wallet in the Asia-Pacific region that offers full service functionality including person-to-person and merchant payment options including Point Of Sale capability.

For more information on the mHITS Australia SMS payment service, visit the mHITS Australia website at <http://www.mhits.com.au>.

about the Australian Mobile Awards

The 2011 Australian Mobile Awards is an awards program recognising the best of the Australian Mobile Industry. It celebrates outstanding achievement across all aspects of the Australian mobile landscape and rewards the creativity and insight of both individuals and business at the cutting edge of the industry.

The awards showcase leading mobile achievements through a broad selection of categories including best device over multiple operating system, best applications including Entertainment, Business, Information, News, Education, Health/Wellbeing, Utilities, Navigation, Banking/Finance and Games, to Innovation in the Mobile Industry, including Best Audience Migration to Mobile Technology, Best Mobile Expanded Service and Best New Service to the mobile market.

For more information on the Australian Mobile Awards visit <http://www.mobileawards.com.au>.



about mHITS

mHITS (pronounced Em-HITS) is an Australian based developer and operator of mobile payment services. In Australia, mHITS operates the mHITS SMS payment service that allows consumers to send and receive payments by SMS text message.

For retail transactions, mHITS allows consumers to pay for coffee or other food and beverage items using their mobile phone simply by sending an SMS. 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. mHITS is also an ideal payment method for purchase of mobile content, MP3 and other electronic and digital downloads, or for making purchases for goods and services from Internet websites. Other applications include cashless vending, web based micro-billing, parking, taxi fare payment, charity donations and cash back offers. For more details of the mHITS Australian SMS payment service visit <http://www.mhits.com.au>.

mHITS technology in emerging markets for the unbanked

As well as operating an SMS payment service in Australia, mHITS is also working in emerging markets in the design, deployment and operation of mobile payment solutions for the so called “unbanked” (people who do not have access to traditional banking services).

Use of the mobile phone as a payment device is acknowledged as a logical payment solution for the unbanked as people in developing countries often lack the formal identity requirements that traditional banking services require such as a birth certificate, formal address or a regular employment or income. The lack of bank branches, limited number of ATM's, reduced access to the Internet and the general low level of financial literacy in developing countries are contrasted by the large-scale uptake of mobile phones in these same markets.

For more details visit <http://www.mhitslimited.com>.

contact

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