

MEDIA RELEASE

IMMEDIATE

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pay for your Subway Sub by SMS

mHITS (pronounced Em-HITS) has launched its new Q-Jumper SMS retail payment service at Subway Rouse Hill in Sydney NSW. Q-Jumper is a Point Of Sale solution designed specifically for food and beverage venues and franchises. It enables consumers to order and pay ahead by SMS saving time and avoiding queues.

To order using Q-Jumper, consumers need only SMS a code for their menu item. The cost of the item is automatically calculated and deducted from their mHITS account balance. The wireless Q-Jumper Point Of Sale terminal prints off the full order details in store on a paper receipt. Q-Jumper can also be integrated to compatible Point Of Sale systems.

Subway Rouse Hill is currently trialling the mHITS Q-Jumper SMS ordering and payment service. The Subway make-to-order model provides terrific fresh food to consumers, but can have the side effect of needing to queue and wait to give an order and then wait again while the order is made. Using Q-Jumper, consumers can SMS ahead for their sub and pick it up when they arrive at the venue.

“Q-Jumper solves a common problem in the retail take-away food and beverage industry” says mHITS CEO Harold Dimpel. “For the first time in Australia, we now have a simple SMS payment and ordering service that can be used on all mobile phones that solves the problem of queuing and waiting in line.” he continues. “Not only is Q-Jumper convenient for consumers, but it benefits businesses by reducing “walk-offs” (where people walk away because they can’t be bothered waiting in line), increases customer “stickiness” and loyalty and also reduces costs by automating the order and payment process.” he concludes.

To use the Q-Jumper service, consumers must have an mHITS account. Registration is free and done online at <http://www.mhits.com.au>.

Q-Jumper is aimed at venues which have set menu items (e.g. standard food and drink options) such as take-away food and beverage including coffee shops and drive thru venues. For more information and examples visit <http://www.mhits.com.au/q-jumper.html>.

about mHITS

mHITS Limited 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.

Consumers can send and receive money instantly via SMS text message between mHITS members which makes mHITS great for splitting bills, IOUs and taking collections for payments. mHITS works on all mobile phones, on all Australian mobile networks and on both pre-paid and account plans.

The Mobile Revolution!

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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.

A variant of this solution, Easy Canteen, uses the same technology to provide parents and students the ability to order and pay for school canteen lunch orders by SMS.

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, parking, taxi fare payment, charity donations and cash back offers.

mHITs recently launched its "pay for coffee by SMS" service in Sydney, Canberra, Melbourne and Adelaide and has plans for rollouts in other cities. Details of venues currently using the service in Australia are available via the mHITs website at <http://www.mhits.com.au>.

mHITs in developing countries

As well as operating an SMS payment service in Australia, mHITs is also working in overseas 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.

mHITs has deployed a number of services in Papua New Guinea and is currently developing partnerships in other markets around the world. For more details visit <http://www.mhits.com.au/news.html>.

contact details

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