



MEDIA RELEASE

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RED BULL MOBILE TAKES OFF IN AUSTRALIA WITH PLANS TO EXCITE EVEN THE MOST EXTREME USER

Red Bull MOBILE is launching an exciting **all-inclusive mobile offer** in Australia that even the most extreme mobile users will be stoked with. All Red Bull MOBILE pre-pay plans include;

- all calls, SMS and MMS to mobiles and national phones within Australia across ANY network – even 1800 and 1300 numbers are included;
- access to Red Bull websites including videos and live streaming from Red Bull TV – without any data use charges;
- plus a generous chunk of data – eg. 4GBs per month on an Access 30 plan or 5GBs per month on an Access 365 plan
- Flexible recharge periods from 7 days to 365 days
- Flexible recharge amounts from \$10 to \$365

Red Bull MOBILE will offer customers exclusive ticket opportunities to Red Bull and partner events such as advance tickets to the Red Bull X-Fighters freestyle motocross event and behind-the-scenes tours of Red Bull's motorsport racing teams and events. Plus, 'jump-the-queue' access to Australia's hottest nightclubs, tickets to sold out festivals and tickets to the premiere of this year's most anticipated action sports film, *The Art Of Flight*.

And the benefits don't stop there, customers will be treated to online perks including athlete, event, sport, music and lifestyle stories, pictures and videos that Red Bull is renowned for and will be in with a chance to meet Red Bull athletes in real life, like champion surfer, Sally Fitzgibbons and FMX superstar, Robbie 'Maddo' Maddison.

Currently ranked number 2 on the World Championship Tour, surfer Sally Fitzgibbons was excited to be the first Aussie to test-drive the new Red Bull MOBILE package in Australia.

"It's the only device I need to keep me in the loop and be entertained with hours of cool videos and stories. Plus I have loads of data so I can tweet all my followers and catch up with my friends and family on Facebook while I'm on the go," said Sally.

Red Bull MOBILE is available on the new Vodafone 3G network currently being rolled out throughout Australia, providing high-speed access to this unique mobile package. Red Bull MOBILE has a dedicated customer help support line exclusively for Red Bull MOBILE customers.

Register online at www.redbullmobile.com.au to get first-in-line information and early-bird specials. Red Bull MOBILE will be available nationally from 29 September 2011.



Red Bull MOBILE pre paid plans

	Access 7	Access 15	Access 30	Access 60	Access 365
Cost per Recharge	\$10.00	\$20.00	\$39.00	\$75.00	\$365.00
Expiry Period	7 days	15 days	30 days	60 days	365 days
Included Data	750 MB	1.5 GB	4 GB	8 GB	5 GB per month
Standard National Calls	Included	Included	Included	Included	Included
Standard Mobile Calls	Included	Included	Included	Included	Included
National SMS	Included	Included	Included	Included	Included
National MMS	Included	Included	Included	Included	Included
1300 Calls	Included	Included	Included	Included	Included
1800 Calls	Included	Included	Included	Included	Included
Voicemail	Included	Included	Included	Included	Included
Red Bull MOBILE Portal	Included	Included	Included	Included	Included
Your Ticket	Included	Included	Included	Included	Included

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www.redbullmobile.com.au

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Attached images free for editorial use – please use copyright photo credit:

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