



Media Release

30 September 2010

Optus and TrueLocal.com.au Partner to Help SMBs Promote their Business

Optus has partnered with TrueLocal.com.au to give small to medium business (SMB) customers the marketing tools they need to promote their business online.

From 1 October 2010, small to medium businesses that sign up to an eligible Optus SMB mobile plan or existing Optus customers that renew their SMB mobile contract will receive a 12-month TrueLocal.com.au business advertising package. The offer includes a TrueLocal.com.au business listing and dedicated web page to enable SMBs to promote their business online and connect with potential customers.

Phil Offer, Optus Marketing Director, Small and Medium Business, said "Optus is committed to supporting small to medium business, and providing SMB customers with additional value beyond our mobile plans to help them grow their business. Our partnership with TrueLocal.com.au enables our SMB customers to take their business online to reach new customers easily and effectively, without putting a strain on limited marketing budgets."

More than 8.6 million searches are made on the TrueLocal.com.au network each month, enabling consumers to easily find and connect with businesses across the country. TrueLocal.com.au Chief Executive Officer John Allan said that he was delighted to be partnering with Optus to help SMBs.

"With 91 per cent of people now searching for businesses on the internet, online marketing can determine whether a small business will thrive or struggle," said Mr Allan. "TrueLocal.com.au helps small business owners develop a strong online presence and connect with the right customers in their area. Our online directory is a highly effective and cost-efficient online marketing tool for small business owners who don't have time to build and maintain their own website.

"Optus SMB customers can now take advantage of TrueLocal's unrivalled service, which is a great deal for Australian business owners."

This TrueLocal.com.au advertising package is exclusive to new and re-contracting Optus mobile SMB customers across all Optus sales channels, including the nationwide store network. The value of the TrueLocal.com.au advertising package will depend on the chosen Optus SMB mobile rate plan and number of services, with the basic advertising package valued at \$435 including GST and priority advertising package valued at \$1,161 including GST.

Businesses can make the most of their TrueLocal.com.au advertising package by uploading content, photographs and discount coupons on their web page, and updating their listing at any time free-of-charge. Customers and suppliers can rate and review businesses, which encourages word of mouth to a much wider audience.

For more information, please visit www.optus.com.au/truelocalbusiness. **Existing TrueLocal.com.au paid customers are not eligible for this offer.

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