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Green Mobiles – Connect to a greener future today

M2 Telecommunications Group



Individuals and businesses alike are becoming more interested in the purchase of carbon abatement credits as a way of offsetting what they cannot reduce, reuse, or recycle.

Making the carbon offset process easy is Green Mobiles www.greenmobiles.com.au, Australia's first online mobile service provider to respond to climate change and offer and offer carbon-offset as part of a mobile service. Green Mobiles was launched by M2 Telecommunications Group Ltd (M2) in early September 2007, in response to growing concerns about climate change and the environment.

M2 is a publicly listed company (ASX: MTU), and is one of the few companies to appear in BRW's Fast 100 for four consecutive years. M2 uses the Optus mobile network, covering 96% of the population, to power Green Mobiles with full 3G and GSM capabilities.

Green Mobiles provides traditional capped mobile plans, called GreenCaps. While keeping the cost of the plan on a par with the market, M2 allocates 10% of a customer's spend to carbon emission reduction programs. There's absolutely no extra cost to the consumer for choosing to be more environmentally conscious.

At this rate of 10% going into the purchase of carbon abatement credits, the average cap plan of \$49/month offsets approximately 7 tonnes of carbon dioxide per year. That's the equivalent of almost two standard motor vehicles, the total electricity usage of the average Australian household for one year, or a return flight from Australia to Los Angeles*.

All carbon abatement credits are purchased through the Australian Climate Exchange (ACX). The ACX is Australia's only electronic emissions trading platform, giving the suppliers and buyers of Greenhouse Gas (GHG) emission abatement a transparent method for operation that meets the requirements of the Australian Greenhouse Office (AGO).

ECO eGUIDE

Photo courtesy Philip Green

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The credits purchased are either Greenhouse Friendly™ Approved Abatement (VERs) or selected (met the transparency and credibility standards for listing on the ACX) NSW Greenhouse Gas Abatement Certificates (NGACs).

Both products are therefore accredited by government agencies to be truly "additional" (actual reductions) emission abatement. In line with company standards, all sign-up and billing for Green Mobiles is done via the website and email, minimising waste and emissions created by appointments, shops and posted invoices.

With each mobile plan, the user also gets a generous mobile phone cash bonus to spend at Australia's leading on line mobile discount store - Simply Mobiles www.simplymobiles.com.au.

Simply Mobiles is an online mobile phone retailing store established by M2 to offer customers mobile phones which are at, or near, wholesale prices. All of the leading mobile phone brands are sold by Simply Mobiles. They are 100% Australian compliant, come with a full (12 month) manufacturers warranty, are not locked to any individual network and are delivered to the customer by courier within three days from placing an order.

M2 has also partnered with Mobile Muster, the official recycling program of the mobile phone industry, supported by all major mobile phone manufacturers as well as mobile network operators. With more than 90% of a mobile phone able to be recycled, Mobile Muster recycled more than 86 tonnes of mobile phones and accessories in the 2006/07 year, with a goal to boost this figure by 200% in coming years. Each Green Mobiles customer receives a Green Mobiles branded, reply paid, Mobile Muster recycling bag enabling them to recycle their old handset, further reducing the individual customer's environmental impact.

Green Mobiles makes the purchase of carbon credits easy and convenient for the consumer, assisting those wanting to be more environmentally conscious with a product that doesn't require exhaustive research or frequent follow up.

For more information please visit www.greenmobiles.com.au.

* Based on a standard four-cylinder car travelling 15,000km per year and the price to offset one tonne of carbon emissions being \$8.50.



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