

MEDIA RELEASE

IMMEDIATE

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Government research report supportive of mHITs approach to mobile payments

mHITs (pronounced Em-HITS) welcomes the Australian Communications and Media Authority's (the ACMA) research report in which consumers express general support for the same approach and direction that mHITs has taken to mobile payment technology.

The report titled "Community research into attitudes towards the use of mobile payment services" issued in July 2010, examines community attitudes towards the use of mobile payment offerings in Australia.

The main objective of the research was to better understand the attitudes of teenagers and adults towards the use of emerging mobile payment services, as well as established but basic mobile payment services such as mobile premium services.

The research shows that there is a general willingness and even a preference by consumers to use SMS as a method for making small payments, particularly for retail food and beverage purchases. Furthermore, the research also suggests that consumers are very supporting of the idea of sending money to each other directly using their mobile phone – so called person-to-person payments.

"The research shows that there is arguably a real need for mHITs in the marketplace as an alternative to other payment solutions" said mHITs founder and CEO Harold Dimpel. "The desire of consumers to use their mobile phone for the purchase of retail food and beverage transactions further validates mHITs' approach toward using SMS as a payment solution for Point Of Sale" he continues. "mHITs provides a simple SMS ordering and payment solution for the retail food and beverage industry and is the Australian market leader in this field." he concludes.

The full report can be downloaded at:

<http://www.acma.gov.au/webwr/assets/main/lib311865/community%20research%20into%20attitudes%20towards%20the%20use%20of%20mobile%20payment%20services%201%20july%202010.pdf>

what is mHITs?

mHITs is a payment service 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 text message. 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.

Consumers can also send and receive money instantly via SMS text message between mHITs members. This makes mHITs ideal for applications such as splitting bills, IOUs and taking collections for payments. Other applications include payment for digital downloads (ringtones, games, MP3s etc) parking, vending machines, automatic ticketing, and low value Point Of Sale items (e.g. coffee, and drinks).



The Mobile Revolution!

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mHITs recently launched it's "pay for coffee by SMS" service in Sydney, Canberra and Adelaide with more regions planned for later this year. In July 2009, mHITs launched Easy Canteen – a variant of the retail Point Of Sale solution specifically aimed at payment for school canteen lunch orders. A number of schools have already signed up to use the service. Visit www.mhits.com.au.

how it works?

mHITs works by users sending SMS text messages to interact with the mHITs server. Payments can be made to other mHITs users, and can also be made to unregistered users. More money can be added from any bank account, or money can be moved out of the system back into a bank account. See below for a summary:

Text your keyword to 0428 696 448

Keyword	Description
pay <mobile> <amount> <message>	send money
balance	account balance
bank <amount>	transfer
buy <merchant ID> <amount> <reference>	buy goods

Visit www.mhits.com.au for more information. All new users currently receive an immediate \$5 cash sign-on bonus.

contact details

For more details, visit www.mhits.com.au or contact Harold Dimpel on 0410 622 272 or via email at harold@mhits.com.au.

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