



MEDIA RELEASE

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Media Announcement

My Net Fone Limited (ASX: MNF)

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MyNetFone launches Naked ADSL2+ service at CeBIT Australia

- **Fast broadband and telephone without the costly line rentals**
- **Quality service with innovative, user friendly features**

My Net Fone Limited (ASX:MNF), Australia's leading provider of VoIP and broadband services is pleased to announce it will be launching its nationwide Naked ADSL2+ service at CeBIT Australia to be held between 12-14 May 2009, at Darling Harbour, Sydney.

The launch of the Naked ADSL2+ service is part of the on-going innovative process of the company in developing and delivering high quality and value services to its customers. The service will allow customers to completely escape from their Telco – not having to be tied to the traditional phone line, yet being able to make VoIP phone calls with fast broadband, thus eliminating costly monthly telephone line rental fees all together.

Up until now, My Net Fone's VoIP service has relied on other carrier/providers to supply users with broadband Internet as well as, in most cases with a traditional phone line attached, meaning costly line rentals!

The launch of the new MyNetFone Naked ADSL2+ service is a significant milestone for the company for three important reasons:

1. MNF will be able to have total control of the service enabling end to end Quality-of-Service or QoS;
2. MNF can now offer even more compelling commercial packages, attracting many new customers as well as selling new packages to existing loyal customers; and
3. MNF will benefit from the potential revenue increase following the release of these and other new product offerings.

The MNF Naked ADSL2+ service has been developed to meet the users' requirements of fast speed and generous downloads as well as quality of service. Customers are able to mix and match MNF's VoIP and Naked ADSL2+ plans to meet their usage patterns and only pay for what they use. With high speed Naked ADSL2+ delivering excellent VoIP call quality, together with great savings, there are no more reasons why users need to hang on to the expensive traditional phone line any more – they can escape from their Telco!

"With similar types of services on the market, we have not just developed a "me-too" Naked ADSL2+ service. Not only have we come up with a product that is better in end to end service quality and value for money, we have included many user friendly, innovative features with "wow" factors," says Rene Sugo, Technical Director of My Net Fone.

"For example, one of the cool features, which we believe is the first in the industry, is to allow customers to purchase ad hoc data download packages "data boosts" as and when they need it. Traditionally, customers select a plan with specified data download in a given contracted period. If the download exceeds the quota in any one month, the service is then shaped or the users may pay penalty. With our Naked ADSL2+ service, customers are able to purchase extra data download "on the fly" when they require more data in a particular month. The service will then revert to the normal contracted download the following month. This is just one of the many cool features with our product."

"We are confident there will be a strong up-take of the service as more & more residential and business users are finding out that there are alternatives to the traditional phone line. They do not need be to be stuck with high line rental fees any more."



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For more information please visit <https://www.mynetfone.com.au/residential-voip-solutions/naked-dsl/>

About My Net Fone Limited

My Net Fone, ASX (MNF) is Australia's leading provider of fully IP based VoIP, data and video services as well as enhanced service applications to residential and business enterprise customers. The company is renowned for providing cost effective, innovative solutions and services with high quality, true flexibility and convenience to its customers. As of April 2009, MyNetFone has over 70,000 customers across all parts of Australia, New Zealand and Asia. The company has won numerous awards including PC User, Money Magazine, Deloitte Technology Fast 50 and many others for its excellent performance, service quality and true value.