



## MEDIA RELEASE

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### ASX Announcement

**My Net Fone Limited (ASX: MNF)**

7 December, 2006

Company Announcement Centre  
Australian Stock Exchange

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## **MyNetFone wins Money magazine's Best of the Best Gold award for Business VoIP offering**

**My Net Fone Limited (ASX: MNF)**, Australia's leading VoIP service provider, has won Money magazine's Best of the Best 2007 Gold award for Best VoIP plan – Business User and Silver award for the Best VoIP Plan – Home User.

Money magazine works with a range of Australian experts to develop its winners list, which covers more than 60 categories and over 300 individual products. According to the magazine, PhoneChoice developed the business user profile based on 18 months of surveys and bill calculator queries on its website from over 20,000 Australians.

Based on this information, MyNetFone won the Gold award in the Best VoIP plan – Business user for its PowerSaver plan. According to the magazine, "It was a pretty convincing win with MyNetFone more than \$15 per month cheaper than its nearest competitor." In the Best VoIP Plan – Home User, the magazine says, "there is no denying this was a very close race- with only 8 cents per month separating gold winner from silver winner, MyNetFone."

"We are tremendously proud to have won these prestigious awards," said Andy Fung, Managing Director, My Net Fone. "My Net Fone places considerable emphasis on delivering premium quality VoIP service and savings of up to 40 percent on their phone bills for both residential and business users. We are extremely honoured our efforts have been recognised and rewarded."

The winning of the gold and silver awards is expected to significantly increase MyNetFone's customer growth rate in both the home and business segments in 2007. The business segment typically delivers higher ARPU (average spend per user) than the home segment, thus increasing the overall average of today's ARPU of \$20 to a projected figure of \$30. The combined effect of the increase in customer numbers and higher APRU is expected to contribute to My Net Fone achieving break-even sooner in 2007.

The MyNetFone PowerSaver plan, which won the gold award for Business plan, includes 500 local/national calls free of charge followed by the low rate of 10 cents for untimed local/national calls at anytime, as well as 15 cents per minute to Australian mobiles and international calls from as low as 2 cents per minute – all for \$49.95 per month. MyNetFone's convergent business solutions provide small to medium businesses with low cost VoIP and high speed data service applications.

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### About My Net Fone Limited

My Net Fone, ASX (MNF), is an innovative market leader in the IP Telecommunications sector with operations in Australia and New Zealand. My Net Fone delivers a comprehensive range of advanced voice, data and convergent solutions to key market segments including SMEs, enterprise, wholesalers and residential users. My Net Fone is committed to providing customers with true flexibility, convenience and high quality service and as a reflection of this won PC User magazine's 'Product of the Year 2005' award for its residential service. For more information, please visit our website: [www.mynetfone.com.au](http://www.mynetfone.com.au)