

# Find your way with [truelocal.com.au](http://truelocal.com.au) on



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3's customers now have listings for over 1.3 million businesses on their mobile with [truelocal.com.au](http://truelocal.com.au) on Planet 3

Today 3 makes it easier for Aussies to get amongst the action and discover their local cities and suburbs from corner to corner, with the release of [truelocal.com.au](http://truelocal.com.au) on mobile, available first on Planet 3.

The mobile version of this already-popular online business directory is set to inspire go-getters nationwide as they hit the streets with a wealth of information at their fingertips.

Annie Mackin, Head of Content at 3 mobile, said: "truelocal.com.au on Planet 3 brings the best tools of an online directory directly to 3 customers to provide an outstanding mobile mapping and business directory for use on the go. Loads of information is available at the drop of a hat, and the best part is that it's completely affordable. "

Gary Cox, Chief Executive Officer of [truelocal.com.au](http://truelocal.com.au), said "We are delighted to be partnering with 3. This mobile service will empower 3's customers with greater convenience and the ability to locate more than 1.3 million businesses on [truelocal.com.au](http://truelocal.com.au) instantly through their mobile",

## **So: where am I and what's nearby?**

Let 3 figure it out for you. [truelocal.com.au](http://truelocal.com.au) new mobile service includes location-enabled technology developed by 3, so you can locate yourself on 3's Mobile Web map services. Because your mobile has already sorted out where you are, it can then tell you what else you're near.

## **What and where search**

Find a wide range of services, businesses and destinations from your mobile with [truelocal.com.au](http://truelocal.com.au) and 3. Cafes? Got it. Hotels? Covered. Not to mention petrol stations, florists, cinemas, newsagents, train stations, medical centres and more. It's too simple to search for these 1.3 million businesses on your phone, exactly as you would online. Chalk it up to being part of 3 and [truelocal.com.au](http://truelocal.com.au)'s quest to get you the information you need, NOW.

### Click to call

The next best thing to having a genie in a bottle, truelocal.com.au's click to call feature allows you to immediately call whatever business or service you've found in your search. No more fumbling with pen and paper and no memory space required...simply search, locate, click and call. It's never been easier to make an inquiry, book a reservation, or make a payment while you're on the move. If you don't need the number right away, send it to yourself to use when you're ready or send it to a friend at standard SMS prices.

### Get involved... for FREE

3 customers who subscribe to the truelocal.com.au service on Planet 3 are invited to enjoy unlimited access within 3 broadband zones for FREE until the end of September 2007...and ever afterward for only \$1 a month. For more information visit [www.three.com.au](http://www.three.com.au) or call 133 907.

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#### About 3

3 is Australia's first 3G network, bringing over one million customers mobile broadband, live Mobile TV, full length audio and video music tracks, live Video Calling, high-speed email and other great entertainment and information services in 3's Broadband Zones.

#### Three facts about 3:

3 launched Australia's first 3G mobile network in April 2003, now fully HSDPA enabled and has over 1.2 million customers in Australia and 14 million customers worldwide.

Over 80% of 3's customers are regular users of 3's content services on Planet 3, including 24/7 access to Music channels Rage and Vandalism, Sports from Fox Sports, Mobile TV from CNN, MTV and Cartoon Network.

3's Broadband Zones are available in most parts of Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra and the Gold Coast. We reach 96% of Australians with Talk, SMS, MMS, IM and Email.

For further information and high-resolution images, please contact:

Tess Mion at 3 mobile  
(02) 9964 4268 / 0433 134 061  
[TMion@hutchison.com.au](mailto:TMion@hutchison.com.au)

Jennifer Vieira or Lisa Helleur at Porter Novelli  
(02) 8424 8500  
[jvieira@porternovelli.com.au](mailto:jvieira@porternovelli.com.au) / [lhelleur@porternovelli.com.au](mailto:lhelleur@porternovelli.com.au)

#### About truelocal.com.au

truelocal.com.au, a News Digital Media business, is an online local business directory with 1.3 million listings. truelocal.com.au connects consumers with local businesses and prides itself on providing national coverage with local knowledge. truelocal.com.au delivers local results by relevance rather than paid listings, in just one click. [www.truelocal.com.au](http://www.truelocal.com.au)

Kate McQuestin at truelocal.com.au  
(02) 9288 7552/0419 591 150  
[kate.mcquestin@newsdigitalmedia.com.au](mailto:kate.mcquestin@newsdigitalmedia.com.au)