

Media release
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UNWIRED SIGNS AGREEMENT WITH FAIRFAX & MACQUARIE RADIO FOR LOCATION-BASED CONTENT

Wireless broadband provider Unwired Australia today announced an agreement with Fairfax Digital, the online news and classifieds division of John Fairfax Holdings Ltd, that will see location specific content from *The Sydney Morning Herald* and *The Age* websites on Unwired's customer only home page.

From 2 June, Unwired customers will be provided with location based content via its new customer only homepage. Customers accessing the internet in Sydney will receive news, sport and weather from the Sydney Morning Herald, while customers in Melbourne will receive similar content from The Age.

Unwired has also extended its existing relationship with Macquarie Radio Network which owns 2GB 873 and 2CH 1170. Macquarie Radio will provide localised hourly news updates and other broadcast content to Unwired customers in Sydney and Melbourne by the end of June.

The Fairfax and Macquarie Radio customised content will complement Unwired's recent agreement with Google which will initially see Google search on Unwired's customer homepage.

"This is ultimately about customer convenience. Our research shows that two thirds of our customers use Google, a Fairfax news site or Unwired as their homepage. Our deals with Fairfax, Macquarie Radio and Google mean we can now deliver a 'one stop shop' for the majority of our customers with the added bonus of specialised 2GB radio broadcasts," said Unwired CEO David Spence.

"The partnership between Unwired and Fairfax Digital is a step forward in the next phase of online content delivery. We are pleased to be able to provide content to Unwired's portable user base. The provision of portable content is a significant market opportunity and one which we are actively pursuing to meet the news consumption appetite of our readers," said Fairfax Digital CEO, Jack Matthews.

"The inclusion of the 2GB news updates gives Unwired customers the ability to access breaking news and information in real-time with the added convenience of portability. We intend to adapt the content we offer Unwired as the demands and locality of its customer base expands. This initiative is part of Macquarie Radio's overall strategy to offer our unique depth of content to a national audience, while maintaining relevance to local listeners," said Macquarie Radio CEO, Angela Clark.

These deals provide an additional benefit to Unwired subscribers by giving them a virtual internet launch pad.

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“We are now going beyond the convenience of portability and anytime/anywhere broadband. The customised Fairfax and Macquarie Radio content is another step towards Unwired delivering customers the ultimate personal broadband experience by recognising a customers’ physical location, wherever they are, when they are accessing the internet,” Spence said.

In July 2005, Unwired and Macquarie Radio signed a landmark three-year advertising partnership, including the coveted sponsorship of the Alan Jones Breakfast program.

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About Unwired

Unwired is an Australian-owned ASX listed (ASX:UNW) wireless broadband carrier. It services residential, small office/home office and small to medium enterprise markets in greater Sydney. The company had more than 50,000 customers in Sydney alone at end April 2006 and launched its Melbourne network in the same month. For more information visit: www.unwired.com.au