

Media release
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GOOGLE SEARCH GOES UNWIRED

Wireless broadband provider Unwired Australia today announced an agreement with Google that will initially see Google search services provided to Unwired customers.

From May, Google search technology will be incorporated into Unwired's customer only homepage.

As part of the agreement Unwired and Google will share advertising revenues from searches generated from Unwired's customer home page via Google's AdSense for Search, which displays ads relevant to a customers search request.

Unwired CEO, David Spence, said the deal provides an additional revenue stream for Unwired and also gives customers the ability to access relevant search information while on the move.

"Internet search engines such as Google will become even more sophisticated as the trend towards personal mobile broadband and ultra mobile PCs continues. Internet users will increasingly demand services relevant to their specific location – whether it's Sydney, Melbourne, or in the future, anywhere around the world – and we intend to be able to cater for this demand," Spence said.

"Google's search and targeted advertising is designed to improve the user experience on Unwired, while providing the company with an additional revenue opportunity," said Daniel Alegre, Director, Worldwide Strategic Business Development, Google. "This agreement also adds Unwired to the Google Network and extends the reach for Google AdWords advertisers to another quality website."

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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 42,200 customers in Sydney alone at end December 2005 and launched its Melbourne network in April 2006. For more information visit: www.unwired.com.au