

Media release
Wednesday 27 October, 2004



Dick Smith Electronics, Tandy, PowerHouse and The Co-op Bookshop jump on the Unwired bandwagon

Major retailers Dick Smith, Tandy and Dick Smith PowerHouse will start selling Unwired wireless broadband in 64 stores across Sydney from October 31.

The three retailers are fully-owned by Woolworths Limited and join other high-profile retailer Harvey Norman and Unwired's own online shop as part of Unwired's retail channel.

"Customer demand for our service has been strong and this has spurred a high level of interest from retailers in selling our service. Dick Smith Electronics, Tandy, and Dick Smith's electronic superstore – PowerHouse – are strong brands and strong performers. We are very happy to have them on board," said Unwired CEO David Spence.

According to Alex Cochran, Merchandise Manager Communications, Dick Smith Electronics, Unwired will be a welcome addition to its product range.

"We believe the simplicity of Unwired's broadband service will be a compelling proposition with many of our customers already expressing interest in the service. We are confident demand will be high."

Academic and professional booksellers, The Co-op Bookshop, has also begun selling Unwired in 13 of its branches across Sydney. These branches are on the campuses of the Australian Catholic University, Macquarie University, University of Sydney, University of Technology Sydney, University of Western Sydney, and its professional bookshops at Bay Street, Broadway and Phillip Street in the city.

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Unwired is an ASX listed company with licensed spectrum covering 95 per cent of the Australian population. The Unwired network currently covers approximately 90 per cent of Sydney's population. The company offers high-speed wireless broadband and also plans to provide wireless telephony (VoIP) services in 2005.

For additional information, people should visit www.unwired.com.au or call 1300 761 881.

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