



MEDIA RELEASE – 12 July 2007

Fone Zone awarded for customer service excellence

The Customer Service Institute of Australia (CSIA) has named Fone Zone the winner of the Large Business category at the 2006/07 Queensland State Awards Presentation held last week in Brisbane.

It is the second consecutive year that Fone Zone has won the state award, which reaffirms the Group's position as a leader in customer service excellence.

As the largest specialist mobile communications retailer in Australia, Fone Zone has almost 150 outlets and employs more than 900 Team Members across every state and territory.

Fone Zone will now automatically qualify as a finalist in the 2006/07 Australian Service Excellence Awards, which will be hosted in Sydney later this month.

According to CSIA Executive Director, Brett Whitford, the Institute's awards are based on judging criteria associated with the International Customer Service Standards while also rewarding both passion and process.

"Fone Zone has been awarded for implementing strong customer service processes which are supported by a total passion within the workplace".

Whitford said reaching the finals and winning an award illustrates high standards of management, training and commitment to customer service excellence.

"With customer expectations continually on the rise, the wider business community is becoming more and more aware of the role and value that customer service plays in achieving business success".

Fone Zone's Group Marketing and Product Manager, Lee Moore, said the primary objective of Fone Zone's customer service philosophy is to take the confusion out of purchasing a mobile phone and to consistently provide excellent value, service and advice to customers before, during and after their purchase.

"Our philosophy is backed by a dynamic group of Team Members with strong retail skills and a total commitment to delivering unparalleled customer service".

Fone Zone Store Manager of Chermside, Greg Brazier, also received a Highly Commended for Customer Service Professional of the Year.

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