



**AUSTRALIAN
BUSINESS AWARDS**

Recognising Australia's Industry Leaders

MEDIA RELEASE

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Fone Zone wins Australian Business Award

Fone Zone has been chosen as the winner of the 2007 Australian Business Award for Service Excellence in the industry category of Telecommunications Services.

This year, the Australian Business Awards have recognised 41 organisations for their leadership and commitment to excellence, demonstrating the core values of business excellence, corporate responsibility and commercial success in their respective industries.

Australian Business Awards Program Director, Tara Johnston, said "The award winners were chosen from a pool of over 800 entries. With their innovative practices, commitment to excellence and outstanding results, these organisations are among Australia's best and are role models for any organisation striving for world-class performance."

"Fone Zone has been awarded after a rigorous evaluation by an independent judging panel of business experts in accordance with the category criteria across seven main areas including leadership, impact, adaptability, corporate culture, customer and market focus, uniqueness and evidence of success."

First established in 1995 by husband and wife team, David McMahon and Maxine Horne, Fone Zone has become Australia's largest specialist mobile communications retailer with 150 branded outlets and more than 900 Team Members across every state and territory.

With a current customer database of more than 545,000 mobile phone users, Fone Zone is not only the largest Telstra Dealer but also a key player in influencing how consumers perceive the telecommunications retail industry.

Fone Zone's Chief Executive Officer, David McMahon, 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.

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

According to McMahon, Fone Zone continually aims to keep their finger on the pulse of their business and their customers in order to further improve and legitimise their customer service platform to ensure these standards remain the best in the industry.

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