



Media Release

Friday, 1<sup>st</sup> April 2011

## **TPG takes out the People's CHOICE Award for “Best Value Mobile Service” at the CHOICE Awards 2011**

TPG has won the People's CHOICE Award 2011 for the Best Value Mobile Service, beating Optus, Telstra and Vodafone! The prestigious award was based on a survey voted by 7,000 CHOICE members, and is the first year for a Telco award category.

“We focused on Australia’s most popular \$49.99 cap plan when entering the mobile market in August 2008. We changed the landscape removing the handset subsidy from the Cap – we gave the value to the consumer and lowered the monthly cost to \$19.99 whilst still offering incredible value” said TPG’s General Manager of Sales & Marketing Craig Levy.

TPG’s SIM only no contract mobile deal revolutionised the marketplace. Major players in the mobile market soon tried to mimic this model, and TPG’s mobile deals are now considered the future generation of mobile cap plans.

Following the release of TPG’s \$19.99 mobile cap, TPG introduced a loyalty deal to existing TPG Broadband customers by lowering the price point even further to \$14.99.

“The CHOICE Awards recognise companies that are developing innovative and top-quality products and services, as well as standout individuals who have blazed a trail to bring real benefits to consumers” said CHOICE CEO Nick Stace.

TPG strives for excellent value and customer service. The Peoples CHOICE Award is a testament to TPG’s mobile support team and online tools.

“We believe International Calls as part of the included Cap Value is now in hot demand from most of our customers and would be customers. TPG will be adding International to our Cap value towards the end of April 2011” said Mr Levy.

For more information about the 2011 CHOICE Awards go to [www.choice.com.au/choiceawards](http://www.choice.com.au/choiceawards).

### **Media Inquiries**

[media@tpg.com.au](mailto:media@tpg.com.au)