



AAPT/EMI PARTNERSHIP SETS AUSTRALIAN BENCHMARK

IT'S MUSIC TO YOUR EARS

Sydney, 15 February 2010 – Australian telco, AAPT, has joined with record label EMI Music to launch a unique music service, the first of its kind in Australia.

The service – unlimited broadband and home phone line rental bundled with a music subscription – gives customers access to a massive catalogue of music with unlimited streaming, appealing to a wide spectrum of music lovers.

Customers can subscribe to the music service as part of a new AAPT 24/7 unlimited super fast broadband package or as an addition to a variety of AAPT's existing value-for-money broadband plans.

Available from February 15, 24/7 Unlimited Broadband* offers customers unlimited broadband, home phone line rental, unlimited streaming of all catalogue on EMI Australia's new digital platform, The In Song, and \$50 worth of music downloads every month, for just \$99.95.

Customers will have access to one million songs from multiple labels including artists such as Robbie Williams, Lily Allen, Jet, Norah Jones, Keith Urban, Madonna, Gabriella Cilmi, Eskimo Joe, Evermore, Green Day, Britney Spears, Kings Of Leon, Jessica Mauboy, Foo Fighters and thousands more. Subscribers can stream music 24/7 with no caps and no throttling – and create their own playlists with their favourite songs.

Existing AAPT broadband customers are able to add the Music package (unlimited music streaming and \$50 monthly music downloads) to their existing plan for just \$17.99.

"AAPT has committed to unlocking broadband restraints for the past year and what we are now launching will certainly change the telco landscape forever for consumers," says AAPT Chief Executive Paul Broad.

"AAPT has led the way with unlimited products over the past 12 months, starting with 2am-to-8am, then 8pm-to-8am and now 24/7 unlimited, fast-speed broadband."

"When we launched our first unlimited product, we started considering how we, as an organisation, could support the music industry's plight and actively encourage our customers to consider artists' royalties when they downloaded music."

"It's about giving others a fair go - and that's what Australians are known for. Quite simply, it's the right thing to do," he said.

EMI's Chairman Mark Poston said, *"It's our first venture into providing content in this manner and we're excited that it's an affordable way to access legal music downloads. It's also a great chance for consumers to be able to stream music and hear songs from the depths of our extensive catalogue."*

"This innovative partnership is in line with EMI's strategy of making great music available to as many people as possible and focusing on the consumer experience."

The music service uses EMI Australia's new digital platform, The In Song – a million-plus song catalogue of high quality mp3s that work with any music device including iPods.

Anyone signing up to the Music package in the first three months will be in with a chance of winning their dream trip to a concert, anywhere in the world[#]. For more information about the product please visit – www.aapt.com.au/music

*** PRODUCT DETAIL:**

24/7 Unlimited Broadband: Residential use AAPT ADSL2+ coverage areas. 24/7 broadband with no caps, no throttling, home phone line rental (call costs extra) plus \$50 of music downloads p/mth and access to up to 1 million songs with unlimited music streaming, all for \$99.95 p/mth ADSL2+ on a 24-mth contract. Total minimum cost over 24 months \$2398.80. Music pack (without 24/7 broadband) will be available as an add-on to any AAPT Broadband product or Bundle of AAPT for \$17.99 per month on a 12-mth contract, available to new and existing customers. Total minimum cost over 12 months is 215.88.

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FURTHER INFORMATION:

Louise Di Francesco
VERVE
(0418) 617 869

Valerie MacIver / Andy Purcell
EMI Music
02 9908 0777