

# PLAY enters the game

2007-03-16

PLAY reduces costs of mobile phone use by 35% and sells 3G multimedia phones for one zloty.

On 16 March 2007 PLAY mobile network starts its commercial activity all over Poland. From today the Customers can buy mobile phones and PLAY services by means of subscriptions and prepaid cards.

The commercial offer is the result of several months of collaboration with 20 000 participants of the marketing project "nadchodzi4.com", without precedence in Poland. The results of the survey conducted within the project have proved without any doubt that the customers expect attractive, honest and clear offering.

The price of our offer is by 35%-45% lower than any other competitor's offer available on the market and directed to a mass consumer. Our offering is so attractive that it also competes successfully with most of the offers directed to corporate customers.

PLAY introduces one basic rate for one minute call to all other operators – only PLN 0.49 gross.

The operator changes standards of the Polish mobile services market that have been in force for many years:

- PLAY customer collects free minutes each day – each customer gains one free minute for calls outgoing to any network in return for 2 minutes of incoming call.
- SMS rate = MMS rate= PLN 0.15 gross
- The conditions of subscription offer are the same as the conditions of prepaid services -- postpaid services = prepaid services
- No differentiation of calls within the network and outside the network.
- On PLAY network each client receives more within the standard service offer.
- Within a subscription, a customer obtains certain package of "zlotys" that may be used for all types of services (excluding bonus services)
- Customers can free of charge enter mobile network portal PLAYNET where they can find useful and daily updated information about politics, sports, entertainment, weather ...
- Within each subscription plan, the modern 3G mobile handset is available already for one zloty
- PLAY does not charge for activation of services.

Within subscriptions offered by PLAY, the customers decide themselves what they want to use their subscriptions for. Instead of predefined number of minutes for calls and SMS messaging, the customers obtain certain "package" of zlotys, within subscription, that can be used at their own discretion – for calls, SMS and MMS messaging, surfing the Web. The more expensive a subscription is, the more zlotys the "package" contains – up to PLN 300 in some standard subscriptions:

Available subscription	Monthly subscription covering the use of the offered services	Package of zlotys within the subscription	Max. number of minutes within the subscription	Max. number of SMS/MMS messages included in the subscription
PLAY ABONAMENT 50	50 PLN	70 PLN	143	467
PLAY ABONAMENT 70	70 PLN	100 PLN	204	667
PLAY ABONAMENT 100	100 PLN	150 PLN	306	1000
PLAY ABONAMENT 150	150 PLN	300 PLN	612	2000

*Gross prices*

PLAY offer for "prepaid" services. The required starting amount is only PLN 30, and for the next 30 days the customers obtain the amount of PLN 30 which can be used at their discretion. Then, it is possible to top-up a phone using a scratch card worth PLN 30 or at a cashpoint (ATM), via the Internet or on the [www.playmobile.pl](http://www.playmobile.pl) page according to the following conditions:

Top-up amount	Validity of outgoing calls	Validity of incoming calls
10 PLN – 24 PLN	10 days	100 days
25 PLN – 49 PLN	30 days	120 days
50 PLN – 99 PLN	90 days	180 days
100 PLN – 300 PLN	180 days	270 days

*Gross prices*

PLAY also prepared some bonus plan – for each top-up worth over PLN 50 the customer obtains some amount of zlotys – up to 2 times more than the paid amount. The bonus can be used for calls, SMS messaging, MMS messaging, surfing the Web – to communicate via any network. The bonus is valid for up to 30 days since the date the phone was charged:

Top-up amount	Bonus amount
50 PLN – 69 PLN	20 PLN
70 PLN – 99 PLN	30 PLN
100 PLN – 149 PLN	50 PLN
150 PLN – 300 PLN	150 PLN

*Gross prices*

Within the offer, the customers can buy one of the eleven super modern multimedia mobile phones each of which is equipped with the additional memory card – but only when offered by PLAY.

For more information please contact:  
 Marcin Gruszka –PLAY Press Spokesman  
 mobile: +48 790 30 00 20  
 e-mail: [marcin.gruszka@playmobile.pl](mailto:marcin.gruszka@playmobile.pl)