



INTRODUCING LEBARA MOBILE: PREPAID SIM CARD FOR LOW-COST INTERNATIONAL CALLS

Europe's leading provider of high-quality, low-cost international mobile services, Lebara Mobile, today launched in Australia with its prepaid SIM card.

The arrival of Lebara Mobile means customers can simply buy the prepaid SIM card and recharge vouchers to make mobile calls to family and friends overseas for as little as 5c a minute to China, 9c a minute to Malaysia, Thailand, USA, Canada and many European and Middle Eastern countries. International texting is also just 15c.

Lebara Mobile offers free calls from Lebara to Lebara and also launches with a 50 per cent extra credit free offer on all recharges.

Lebara Mobile has acquired over three million customers overseas and launches in Australia in partnership with Vodafone Australia.

Lebara Mobile chief executive Yoganathan Ratheesan said: "The Lebara Mobile offering allows customers to treat international calling as part of their day-to-day life, using a prepaid mobile phone SIM, rather than needing to be near a landline or their computer."

"Unlike other international calling options, we understand what customers with family and friends abroad need, and we offer an easy-to-use and low-cost calling solution that is reliable and supported by our multi-lingual customer service team and website."

In this sense, Lebara Mobile will take on the international calling card market.

Vodafone Australia CFO Dave Boorman said: "Helping people connect in Australia and throughout the world is what we are all about and we're very pleased to be working with Lebara in this exciting new venture."

The Lebara Mobile SIM cards are easy to use with no access codes. The SIM card is compatible with all standard Australian mobile handsets (GSM), and can be recharged in stores, online or via the mobile phone handset.

Lebara offers competitive local call rates as well, so customers can take advantage of low-cost local, national and international calls and texts without the need to switch between SIM cards.

People can easily move their current Australian mobile phone number to their Lebara Mobile SIM card if they choose.

Lebara Mobile SIM cards are available to purchase online now and will soon be widely available through local retail outlets including local greengrocers, newsagents, service stations and other local community retailers across Sydney and Melbourne CBDs and suburbs where the Lebara logo is displayed.

Recharge scratch cards and e-pay vouchers are also available in stores displaying the Lebara Mobile or e-pay symbols, or customers can recharge online or via the menu on their mobile phone handset.

Customers can recharge in amounts ranging from \$10 to \$100.

Stockist details and all pre-pay recharge options are available at www.lebara-mobile.com.au.

Men earn '\$1m more in their lifetime'

Australian men have the potential to earn about \$1 million more than women over their lifetime, a new report shows.

The AMP Financial Services report shows that while the pay divide has narrowed over the past 20 years, large income gaps between men and women still exist.

The gap for baby boomers is the widest of all generations with women earning 13 per cent less than their male counterparts.

For generation X, those born after the baby boomers between 1964 and 1978, the gap narrows to about 3.5 per cent.

And for generation Y, broadly defined as those born between 1979 to 1995, women earn just 0.6 per cent less than men.

The report also shows the disparity between lifetime earnings between men and women in some circumstances is huge.

A 25-year-old man's potential earnings over the next 40 years is

\$2.4 million, compared to \$1.5 million for a woman of the same age.

And a man with children who holds a bachelor's degree or higher will earn about \$3.3 million, compared to \$1.8 million for a woman in the same boat.

There are also large gaps in superannuation savings, the report shows.

Retired men aged between 55 and 64 have 1.7 times the disposable weekly income of retired women in the same age group.

Children and treadmills don't mix

Minister for Fair Trading, Virginia Judge will launch an education campaign warning parents with young children about the significant risk of home treadmills.

MS Judge said more than 100 young children in Australia have suffered serious friction burn injuries to since 2001, partly due to the increased popularity and availability of home treadmills.

"The message is clear - children and treadmills don't mix," Ms Judge said.

NSW Severe Burns Injury Service data shows most injuries happen when a baby or toddler moves to the back of the treadmill (where they are out of sight) and either touches the moving belt or gets their hand caught under it.

"The result can be severe friction burns that take months to heal and require skin graft operations and



even plastic surgery when the child is older," Ms Judge said.

"Even in carefully child-proofed homes, treadmills still pose a risk."

Ms Judge said a product safety standard for treadmills under the Fair Trading Act 1987 would commence on 1 June 2009.

"The new standard requires promi-

nent and permanent warning labels to be affixed to all treadmills sold in the State," she said.

Fair Trading will distribute thousands of posters to children's services, playgroups and community health and baby health centres over the next month, warning parents of the dangers associated with home treadmills.

The campaign is supported by the NSW Severe Burns Injury Service, NSW Health, Westmead Children's Hospital, the Playgroup Association of NSW, Lady Gowrie Children's Service, the Kindergarten Union, Families NSW and Kidsafe NSW.

Ms Judge offered the following tips for treadmill owners:

- If possible use your treadmill in a separate room away from children
- If this is not possible:
 - o Use safety barriers (like a playpen) to keep them away from the treadmill
 - o Don't use the treadmill with children in the room
- Always keep your treadmill unplugged when not in use
- Store your treadmill well away from children's reach
- Choose a treadmill with protective covers and a safety stop switch.

Hanna's story

Hanna Jabbour is the mother of three year-old Janet whose hand was badly burnt by a home treadmill. Her accident took place in April 2008 in their Sydney home. Janet's injuries were severe and her treatment is still continuing today.

Janet was just two years-old when the accident happened. Her family had bought a new and top-of-the-range treadmill and had only had it for a week. Hanna and her husband usually took turns to watch the children when the other was on the treadmill. However, on the day of the accident, Hanna started the treadmill without realising that Janet strayed away from her father and had followed her into the room. Janet came up to the back of the treadmill, out of view of her mother and reached out and touched the back of the walking belt. The belt pulled her hand in under it and trapped it. Hanna heard her screams, immediately pressed the stop button on the treadmill and rushed to pull Janet's hand out of the treadmill. Hanna said that Janet's hand came out easily and there was no blood but it was white. She was surprised as it didn't seem bad at first but then she realised that the friction burn that was so deep that it had removed much of the tissue on the inside of Janet's three fingers. There were also burns across the inside of her palm.

As a result Janet needed a skin graft operation, frequent bandaging, a splint, weekly visits to hospital and almost one year later the treatment is still continuing. She may also need plastic surgery after she has stopped growing, to make sure her fingers are straight. The consequences of the accident that took a matter of seconds will continue on for many years.

Hanna Jabbour has agreed to speak to the media for a few minutes at the launch and will focus on her daughter's injuries and treatment. She feels very upset that the accident happened and wishes to let other parents know the extreme danger posed by the moving belt of a treadmill to their children.

*Minister for Fair Trading Virginia Judge MP
Minister for Citizenship
Minister Assisting the Premier on the Arts*