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Optus puts Footy Tipping in the palm of your hand

28 Feb 2006

Optus announced today the launch of Footy Tipping 2006 and in a convergence first, its availability via OptusNet and Optus Mobile.

"Convergence of the mobile and internet is an exciting trend," Michael Smith, Group Marketing Director, Optus Consumer said.

"This unique capability means we now offer all our customers, whether they have dial-up or broadband internet, pre-paid or post-paid mobile, an enhanced information and communications experience," Mr Smith said.

Optus Footy Tipping 2006 is now open and customers can register and start entering their tips via the OptusNet portal, Optus Zoo website or from their Optus mobile phone.

Once customers register with Optus Footy Tipping, they receive free email reminders and can request SMS reminders when it's time to tip as well as messages detailing the results after each round to help them track their progress.

"Footy Tipping has increased in popularity since we launched the service in 2001. Optus Footy Tipping covers all football codes including the Super 14, NRL and AFL. In addition, customers will be able to tip for the Football World Cup, later this year," Mr Smith said.

It is free for people to join Optus Footy Tipping 2006 and they do not have to be an Optus customer to tip. Over \$40,000 worth of prizes including an LG TV, Compaq laptop, Sony PSP handheld as well as weekly prizes are on offer.

Optus' footy tipping site, www.optusnet.com.au/sports is powered by ExtraCorp, Australia's largest supplier of managed online tipping services.

"The Optus mobile handset is a fantastic vehicle for placing footy tips while on the go and we are pleased to be working with Optus to deliver such a flexible and fun service," Nathan Isterling, Director for ExtraCorp, said.

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