

30 June 2009

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## UNIDEN SIGNS TWO YEAR EXCLUSIVE STRATEGIC PARTNERSHIP AGREEMENT WITH MINT

Dear Sir,

**Mint Wireless Limited (MNW)** is pleased to announce the entry into a two (2) year exclusive strategic partnership agreement to supply select consumer technology products to leading global wireless communications company Uniden.

The attached media release provides further information.

Yours faithfully,



Gary Stewart  
Company Secretary  
Mint Wireless Limited  
P: 02 8752 7888

### About Mint Wireless Limited:

Mint Wireless Limited ([www.mnw.com.au](http://www.mnw.com.au)) is an ASX listed technology company focused on providing mobile payment solutions ([www.mint-wireless.com](http://www.mint-wireless.com)) and the development and management of consumer technology products and services. Mint's portable payment and invoicing solution is a software application for Nokia, Microsoft Windows or Blackberry smart phones and includes a pocket-sized printer and card reader. Anyone processing payments in situ can accept credit cards and other payment types, process credit card transactions, print an invoice on the spot and download all transactions into their accounting and ERP systems. Mint Wireless Limited is also a developer and leading distributor of innovative consumer technology products to many of Australia and New Zealand's largest retailers and online e-tailers through its subsidiary Mint Technology Pty Limited.

## UNIDEN SIGNS TWO YEAR EXCLUSIVE STRATEGIC PARTNERSHIP AGREEMENT WITH MINT

**Sydney, 30 June, 2009:** Mint Wireless Limited (ASX: MNW) today announced that subsidiary Mint Technology Pty Limited has entered into a two (2) year exclusive strategic partnership agreement with Uniden®; a global leader in wireless communications and consumer electronics. This agreement will see Uniden exclusively partner with Mint to supply a range of innovative technology and wireless communication products initially to the Australian and New Zealand markets. Following the initial two year term, the agreement will be subject to review annually and extended upon mutual consent by both parties.

Uniden has commenced ordering from Mint; with the initial order to supply various models of three newly created Uniden branded product categories:

- Digital set top boxes;
- Pocket projectors; and
- Telecommunication power accessories.

This order follows six months of product and market reviews, with both parties believing that there are strong growth prospects and market potential in each category.

Since announcing the digital switchover timetable in October 2008, the government has continued to actively promote its planned deadline for Australia to become digital ready by the 31<sup>st</sup> of December 2013. The Australian Communications and Media Authority (ACMA) estimates there are approximately 19 million TV sets in Australian homes that will need to be converted to the digital system.

Uniden and Mint will also target the growing telecommunications power accessory market. According to International Data Corporation (IDC), the worldwide market for converged mobile devices, which includes smartphones and other handheld devices with telephony and data capabilities, is expected to grow from approximately 198 million units in 2009 to about 339 million units in 2012. As the number of mobile devices increases worldwide; mobile accessory sales are also growing in line with these trends.

As mobile devices gain widespread acceptance through increased functionality and usage; this results in bringing forward issues of limited battery life, and the need to frequently connect to a power source to operate a mobile device. Uniden and Mint are addressing this market opportunity by introducing a range of innovative power accessories that will confront these limitations in an increasingly growing mobile and wireless market.

Uniden is already a market leader in the cordless telephone category with over 52% market share in Australia. This strategic entry into new product categories by the Australian and New Zealand operations of global enterprise Uniden Corporation of Japan; is a bold step into new markets in which it intends to grow a dominant market share.

Uniden Australia and New Zealand Managing Director, Kunihisa Ishii, said the agreement is an important and strategic partnership for Uniden as it looks to aggressively grow and expand its business and product range beyond that of its current telephony and wireless communication products.

“We are determined to extend Uniden’s product range in consumer electronics and wireless communication devices that have enormous potential not only in Australia and New Zealand but also in the worldwide market. I believe that in the first twelve months, we will be able to attain at least 5% of market share in Australia for each new product category we participate in. It is our intention to grow our market share annually from this base,” Mr. Ishii said.

“Mint is an excellent partner for Uniden as they understand the evolving demands and trends in the global consumer technology market; and has access to highly innovative and quality technology products that suit our customers. We’re very excited about our partnership with Mint and look forward to working with them as our exclusive supply partners in each new product category introduced by Mint,” Mr. Ishii added.

Mint Wireless’ Executive Director, Andrew Teoh, said that this partnership and the product categories both companies are entering into come at a time where there is strong growth in the local and worldwide market, in spite of current market conditions.

“We are looking forward to working with Uniden to introduce these new, innovative and high quality technology products to the Australian and New Zealand markets; at a time where there appears to be growing demand in the retail and consumer market place for these products,” Mr. Teoh said.

Mr. Teoh said that the two companies intend to leverage off each other’s strengths and capabilities, in particular Mint’s technology product sourcing and development expertise in combination with Uniden’s strong global brand and well established sales and marketing channels throughout Australia and New Zealand.

“This partnership is perfectly aligned with our strategy of expanding our presence in the market beyond our current distribution model in Australia and New Zealand. By adding value through the design and development of certain product categories we will have the opportunity to work with partners like Uniden in other worldwide markets,” Mr. Teoh concluded.

**About Uniden:**

Uniden Australia Pty Limited is part of the Uniden Corporation of Japan, operating globally in America, Europe, Asia and the South Pacific with global revenue in excess of US\$600 million dollars. Since its establishment in 1966, Uniden has grown to be a global leader in wireless communications and a major global brand in consumer electronics, including cordless telephones, business telecommunications systems, Bearcat® scanners, FRS/GMRS radios, marine radios and other wireless personal communications products.

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