

Oroton promotes new Summer fashion range by combining traditional and new media to create a truly innovative marketing campaign

SYDNEY, 15 October, 2009. m.Net Corporation, Australia's leading mobile marketing company, has created a mobile site to promote Oroton's new Summer 09 range as part of an integrated retail, print (*marie claire*) and mobile campaign.

The new mobile site features a preview of Oroton's Summer 09 range, a downloadable fashion video and a competition to give consumers a chance to win their favourite Oroton summer bag.

To promote and drive consumers to the mobile site, Oroton adopted the use of Quick Response (QR) Codes. These are two-dimensional barcodes that commonly store contact information and mobile web URLs. Many leading magazines, including *marie claire*, have taken up this new technology.

"The use of mobile technology within print media as well as at a retail store level offered an intriguing way to engage consumers in real time through access to additional information. Given the defined space available within a print page or shop window, QR Codes represent an effective way to further interact and communicate with interested consumers." Janine Garner, Group Marketing Director, OrotonGroup, explained.

"Consumers are invited to either take a picture of the QR Code within *marie claire* or from selected Oroton shop windows with their mobile phone. They are then directed to the Oroton mobile site for access to exclusive content."

As some consumers may not have access to QR Codes, an SMS number is also made available for them to request the Oroton mobile site via text messaging. m.Net assisted Oroton and *marie claire* in delivering the branded campaign.

"This is a truly integrated campaign between retail, print and mobile media. Oroton has demonstrated how to successfully leverage both traditional and new media to launch its new season Summer 09 range," said Kristy Manson, Sales Director m.Net.

"The partnership between Oroton and *marie claire* demonstrates how brands can work together to continue to deliver innovative retail solutions," Susie Loxton, Marketing Director, *marie claire*, said.

Ends

About m.Net Corporation

m.Net is Australia's leading full service mobile marketing company. The company provides a range of mobile marketing and advertising solutions to major media organisations, telecommunications carriers and their advertising clients through its

unique mobile marketing platform. In November 2008, m.Net featured in BRW's Fast 100 list as one of the fastest growing companies in Australia. More recently m.Net won the 2008 ADMA MMA promotional campaign of the year; was named by Deloitte in December 2008 as one of Australia's fastest growing technology companies for the second year in a row; and won the B&T Digital Services Company of the Year award in December 2008. www.mnetcorporation.com

About Oroton

Renowned for its elegant gold compact cases of the 1950s and disco metallic mesh bags in the 1970s, original design as well as enduring quality remain the central tenets of the company today. Oroton has expanded to 40 stores across Australia and two in New Zealand and is also available through major department store David Jones and online. A new store design is currently rolling out, reflecting the new brand mood of relaxed luxury. Oroton is owned by OrotonGroup. To find out more visit www.orothon.com

About marie claire

marie claire is Australia's number one fashion magazine and has been since launch in 1995. The magazine boasts a unique mix of feature and fashion stories - both are equally important to the success of the magazine and great time, effort and skill is devoted to keeping that balance and giving the reader a cross-section of stories and inspirational ideas.

We understand that the marie claire reader is fascinated by what the world has to offer, and how she presents herself to that world. This is a woman who likes to be challenged and informed at all levels.

With this uppermost in mind, marie claire presents new, innovative and inspirational ideas, combining style with commonsense. A magazine of contrasts, it beckons its readers with pages of the finest fashion, beauty and food. It's a winning formula of serious journalism and a healthy dose of glamour.

For further information please contact:

Kristy Manson	m.Net	0402 321 693
Shuna Boyd	BoydPR	02 9418 8100
Alison Gray	OrotonGroup	02 8275 5679