

8 June 2007

ATTENTION: MR. ANDREW HAIRE

Deputy Director-General (Telecoms)
Info-Communications Development Authority of Singapore
8 Temasek Boulevard
#14-00 Suntec Tower Three
Singapore 038988
Fax: 6211-2222

Dear Sir,

IDA'S PROPOSED CODE OF PRACTICE FOR PROVISION OF PREMIUM RATE SERVICES

This is with regards to the above.

Attached is the proposed change additional of the IDA's proposed Code of Practice.

Please let us know if you need any further clarifications.

Thank you very much.

Yours faithfully,

Howe Ei May
Country Manager

PROPOSAL FOR SUBSCRIPTION SERVICES

The below section recommends the service flow of Content Subscription Service:

1. In addition to Clauses set in 2.6, we would like to propose in which –
 - An universal **QUIT** feature
 - Users to send in <STOP> to terminate all subscription services under the same short code.
 - An Universal **HELP** feature
 - User to send in <HELP>, the SMS info will include the instruction to unsubscribe and the Customer Service helpline.

With the two abovementioned features, consumers will be able to quit services with ease due to the straightforward nature and seek info relating to their services. This will alleviate the figures of complaints to service providers and billing network operators, resulting in smoother transaction. All in all, such feature will benefit everyone across the board including IDA.