



Virgin Mobile SMS Speed Challenge

- *the search is on for SA's fastest SMSer*
- *Set the South African SMS record*

Johannesburg, 24th November 2007- Virgin Mobile today announced a national challenge to find South Africa's fastest SMS champion.

Virgin Mobile hopes to see thousands of South Africans attempting to break the Guinness World Record held by teenager Ang Chuang Yang from Singapore, who typed an SMS with 160 characters in less than 42 seconds.

The competition will run from the 24th November 2007 – 31st December 2007, during which time the South Africans are encouraged to visit their nearest Virgin Mobile Flagship Store where they'll be asked to type the standard Guinness World Records phrase namely "***The razor-toothed piranhas of the genera Serrasalmus and Pygocentrus are the most ferocious freshwater fish in the world. In reality they seldom attack a human.***"

The SMSer with the nimblest fingers can also set the South African record by typing "***Floccinaucinihilipilification***" in less than 10seconds. The 29 characters (word), meaning "of little or no value" is the longest non-technical word in the first edition of the Oxford English Dictionary.

Even though the sound of it is something quite atrocious. If you say it loud enough you'll always sound precocious. All of this is done without even the benefit of predictive text entry to ease the task.

iPod Touches will be awarded to the fastest SMS champ from each region.

For more information on Virgin Mobile South Africa, visit www.virginmobile.co.za

Virgin Mobile Contact

Nicholas Maweni
Head of Corporate Affairs
Virgin Mobile

Direct line: +27(0) 11 676 5556
mobile: +27(0) 741 MAWENI (0741 629364)
Email: nicholas.maweni@virginmobile.co.za