

Media Release

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WATERFIND LAUNCHES AUSTRALIA'S FIRST SMS WATER TRADING SERVICE

Waterfind has launched Australia's first SMS water trading service. Waterfind clients can now receive SMS water alerts and the ability to trade all through their mobile phone.

This new technology will allow growers to react quickly to opportunities and complete trades from their mobile phone while on the tractor.

Waterfind CEO Tom Rooney said that "Once SMS trading is enabled on a water licence holders online trading account, they can start to receive messages on their mobile phones about water parcels that are close to their current buy or sell orders. If they wish, they can simply purchase the water by sending a unique and secure code back to the Waterfind system via SMS."

Release of the SMS trading feature follows a long term commitment to investment in innovation by the company and is a first for the Australian water market.

"Most of the developments in the Waterfind system have been driven by customer feedback. The SMS trading feature has been specifically designed for those growers who spend most of their time out on the block and get limited opportunities to follow the water market."

"The market can move quickly at times and our clients have consistently asked us to provide services that enable them to respond to those market movements. We believe this new innovation will enable many of our clients to respond quickly to buying or selling opportunities" said Mr Rooney.

The SMS trading feature will be demonstrated at the upcoming Waterfind seminars that will also cover topics such as allocation and entitlement pricing, impact of recent changes in government policy on the market, outlook for the remainder of the 2009-10 season.

Dates for the Information Seminars are:

Deniliquin – Wednesday, 17 February, 3 to 5:30 pm. Deniliquin RSL
Griffith – Thursday, 18 February, 2 to 4:30pm. Griffith Ex-Serviceman's Club
Shepparton – Friday, 19 February, 11.30 am to 2 pm. Shepparton RSL

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