



0800 Reverse delivered over 60,000 Free Safety Cards to Schools in support of Anti-bullying Week Campaigns 16-20 November.

Order your free safety cards today with our 0800 Reverse 'stay connected to home, stay safe' National Schools Campaign

0800 Reverse 'stay connected to home, stay safe' National Schools Campaign joined the likes of Google, Bebo and O2 to support the DCSF in Anti-bullying Week. We are raising awareness of cyber-bullying to target the unknown accessories through the 'laugh at it and you're part of it' campaign. Check out the school, teens and parents section on our site for Anti-bullying in particular Cyber-bullying tips and advice.

<http://www.0800reverse.co.uk/kidscyberbullying.aspx>

To coincide with Anti-Bullying week and to ensure kids are kept safe and can stay connected to home, 0800-REVERSE have launched their School Safety Campaign targeting 27,000 schools throughout the UK, supported by a nationwide media and advertising campaign. 0800 Reverse supplied teachers with free Safety Cards for their pupils in support of Anti-bullying Week, 16- 20 November 2009 following an influx of requests and visits by the Met Police.

Schools used the free safety cards as part of their Anti-bullying week activities and tutor groups to promote safety in and around the school grounds.

0800-REVERSE School Campaign Team produced some free plastic wallet cards that kids can keep on them at all times and posters for schools. The cards have the 0800-REVERSE phone number (0800 7383773) and also have space for kids to write down 2 "in case of emergencies" telephone numbers, i.e. home, Grandparents. 0800 Reverse have a dedicated 'Reverse to the Rescue' - SMS service whereby parents can text the no. to their kids phone for free!

Order your free cards today by return email or call us on 02075912299, alternatively just go to our site and register for free safety cards and you'll receive free posters too!

<http://www.0800reverse.co.uk/schools-safety.aspx>

Keeping parents reassured - 92% of parents* believe it would make them feel that their child was safer if they knew they could stay connected to home even if they had no credit on their mobile or money for a pay phone. *OTX quant research Sept 2009

Parents and Teachers can go to our site for advice on Cyber-bullying

<http://www.0800reverse.co.uk/cyberbullying.aspx>

'I am delighted with free safety information that has been provided for all my pupils. We have had situations where this information would have been vital for their safety and these

incidents within schools are on the rise. 0800 Reverse have provided my pupils with a tool that enables us to protect them not only in school but from the school gates to home.’
Donna Jennings, Head of Year at Caterham High School, Oct, 2009

‘These free safety cards are an invaluable asset to our school’s anti-bullying campaign and allow us to provide a necessary service to all parents and students.’ **Kerri Riach, Primary School Teacher, Oct, 2009**

‘I regularly provide schools with Safety Talks and have visited over 21 schools this year – the Monster Puppet Free safety cards are a very positive and informative reward for my pupils as well as highlighting the importance of keeping in touch with Mum and Dad’, **Mick Raynor, Community Warden**



0800-REVERSE is the UK’s leading provider of reverse charge calling services. Our service allows users to make a phone call when without coins or without credit on their mobile phone, allowing a “call of last resort” for people when caught out with no other means of communication.

74% of kids run low on credit on their phone at least once or twice a month

On average kids run low on credit 43 times a year and completely out of credit 29 times a year

*OTX Research, Sept ‘09

Background

0800-REVERSE is the UK’s leading provider of reverse charge calling services. Our service allows users to make a phone call when without coins or without credit on their mobile phone. We offer a “call of last resort” for people when caught out with no other means of communication. We focus on 10-17 year olds as we believe we should be encouraging to them to use our service to stay connected to home at all times, thus alleviating potential parental worries with regard to child safety.

0800-REVERSE is a well known and readily identifiable brand supported by a nationwide media and advertising campaign. Research in this market reveals that circa 70%* of those surveyed know they can call our 0800-REVERSE number if they need to make a call home when they have no coins or credit on their mobile. Back in October 2008 we ran some focus groups against 10-16 year olds, to identify their perceptions and attitudes towards the brand. Interestingly many respondents spontaneously advised that they had heard of 0800 Reverse via Police safety briefings at their school.

The company, 0800 Reverse Pty Ltd is a wholly owned subsidiary of ASX listed company, Reverse Corp Limited. Our business was established in 1999 and has been operational in the UK since October 2003. For further details, please visit www.0800reverse.co.uk

*OTX Research

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www.0800reverse.co.uk