

UNICOM PRESS RELEASE

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UNICOM LAUNCHES 118 777 ADVERTISING CAMPAIGN

Images available at www.unicomimages.co.uk

Unicom, the leading specialist business-to-business telecoms provider, begins a twelve week radio advertising campaign today to advertise its 118 777 directory enquiry service, which matches the service level but dramatically undercuts the price of the three biggest players in the market.

The catchy 30 second radio advert will initially be played 2,616 times across five key strategic regions: London (Magic 105.4); West Yorkshire (Aire FM and Magic 828); South Yorkshire (Hallam FM and Magic AM); East Yorkshire (Viking FM & Magic 1161); and Teeside / North Yorkshire (TFM & Magic 1170).

Priced at 49p connection charge and 14p per minute, it will mean 118 777 undercuts the three main current directory enquiry service providers – 118 118 by 34%, Yellow Pages' 118 247 by 30% and BT's 118 500 by 30% - for an average duration call.

"The price is more than competitive, but it does not mean we will be providing a cut-price service – we hope the radio adverts will put us firmly on the map, and the service and price will speak for themselves after that," said Chris Earle, Operations Director of Unicom.

"118 777 will provide a high level of service for all the types of directory enquiry information a customer might expect. It's a notably memorable number so we expect that if customers use it once, they will be happy with the service and price and will use 118 777 again and again.

"We consider it to be an ideal time to enter this market. Prices have gone up and up for the same product. We intend to reverse that trend by substantially undercutting the major players."

Manchester-based Unicom, which has regional headquarters in Birmingham, Ipswich, Leeds, Milton Keynes, Newcastle-upon-Tyne, Nottingham, Sheffield and Stoke-on-Trent, specialises in business-to-business connections.

Ends

About Unicom

Unicom, a trading name of Universal Utilities PLC, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband and website services to 70,000 small businesses throughout the UK. Unicom has an annual turnover of over £42m, and employs 500 people at its 10 regional offices situated around the UK.

Unicom has attracted its business customers by offering discounts of up to 60% off BT's prices, at the same time as keeping customers on the BT network. Unicom currently supplies in excess of 450 million minutes of call time to its customers each year. Unicom differentiates itself by offering a high standard of personal customer service, with no premium rate 0845 or 0870 numbers, no recorded messages or menus, and no overseas call centres. Unicom boasts one of the highest customer retention rates in the industry.

This year Unicom launched a new directory enquiry service, 118 777. Based on calls from a BT or Unicom telephone line, 118 777 is 34% cheaper than 118 118, and 30% cheaper than 118 500 and 118 247. Calls from other networks may vary.

Unicom was ranked 26th in the Sunday Times Profit Track 100 listings in April 2006, 89th in the Sunday Times Fast Track 100 index in December 2006 and 96th in the Sunday Times Profit Track 100 listings in April 2007. In September 2007 it achieved a ranking of 95th in the Sunday Times Microsoft Tech Track 100 index.

For the year ending April 2008, Unicom reported pre-tax profits of £9.8m on a turnover of £41.6m (with profits up 29.2% and turnover up 12.3% from April 2007). Unicom expects profits to be in excess of £11m on a turnover of more than £45m for this year.

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