

UNICOM PRESS RELEASE

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UNICOM CREATES 100 MORE JOBS FOR 2008.

Manchester-based telecom service provider Unicom, which specialises in business-to-business services, is planning to create 100 new jobs in 2008 to meet the demand for its services.

Unicom, which has been named several times in the Fast Track 100 list of the UK's fastest growing companies, says it expects the majority of the new jobs to be in Manchester, but some will be in its other nine UK regional offices.

The company now employs 500 people. It pledged to create 300 new jobs when it moved into its Northenden HQ a year ago, and achieved that figure. The new jobs will be in sales, credit control, customer service, IT and administration teams.

"We seem to have a great affinity with the small business community, and I think a great deal of the growth and success is down to nothing more complex than a no-nonsense personal service, priced highly competitively and operated from a local base," said Chris Earle, Unicom's Operations Director.

"We have developed a focussed small-business telecoms product and service, and the result has been that business seems to have embraced it.

"We are absolutely clear in our minds about what makes the difference to our customers: a UK call centre with real people answering the telephone, 98% of calls answered within six seconds, and managers and directors who are hands-on and accessible", said Chris.

"Our customer retention level is currently running at 86% against a sector average of around 70%. Of the 14% we lose, only a third go to competitors, the remainder

being businesses that close or move premises for one reason or another, which is obviously beyond our control.”

About Unicom

Unicom, part 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 £40m, with 10 regional offices situated around the UK.

Unicom has attracted its small 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 small business 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.

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. The company employs 500 people.

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