

UNICOM PRESS RELEASE

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118777 UNDERCUTS COMPETITION WITH LAUNCH OF NEW DIRECTORY SERVICE.

Unicom, the leading specialist business-to-business telecoms provider, is launching a directory enquiries product, 118777, which will match the service level but undercut the price of the three biggest players in the market.

118777 from Unicom is be available to both business and residential users.

Priced at 49p connection charge and 14p per minute, it will mean 118777 undercuts the three main current directory enquiry service providers - 118118 by 28%, Yellow Pages' 118247 by 30% and BT's 118500 by 31% - for an average duration call.

"The price may be more than competitive, but it does not mean we will be providing a cut-price service," said Chris Earle, Operations Director of Unicom.

"118777 will provide a high level of service along with all the other 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 118777 again and again.

"118777 is yet another Unicom service that is provided at a sensible price but still allows us to make a modest profit which in turn enables us to create and deploy even more new products and services."

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.

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 12 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 nearly 500 people.

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