

MEDIA RELEASE

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UNICOM JOINS THE MOBILE MARKET

www.unicomimages.co.uk

BUSINESS telecoms firm Unicom is continuing its growth strategy to become the UK's total communications solutions provider by launching its mobile phone product.

From today, Unicom's 80,000 existing customers will be able to benefit from its new simple mobile phone package, with one bill and one contact number for all telecoms services.

The mobile package is designed so users only pay for the calls and services they actually use, rather than paying for inclusive bundles that are rarely all used or paying for expensive out of bundle costs. Calls will be charged per second at landline prices.

Unicom is initially offering six different handsets to its mobile phone customers, including the Nokia 5530, Sony Ericsson W995 and Samsung Tocco Ultra. Unicom mobiles will operate on the Orange network and handsets will be supplied by 20:20 Mobile.

Unicom operations director Chris Earle said: "We have been looking into the mobile market for some time and we noticed most packages available are complicated and confusing. Customers either pay for bundled minutes and texts that are massively under used, or they have an insufficient allowance which is quickly used leaving them to pay premium rates for additional minutes. Coming from a fixed line background this seems hugely unfair on the customer. We have taken a fixed line pricing policy and applied it to mobiles. Our research shows it will be a winning package."

"We've made sure Unicom's mobile package is simple and hassle free; customers will receive one bill for all their telecoms services and have one point of contact at Unicom. All customers will enjoy the benefits of our UK-based customer service centre."

The company is recruiting a further 20 staff to its Manchester team as part of its mobile expansion plans.

Mobile phone contracts will be available for non-Unicom customers later this year, rolling out Unicom's long-term plan to offer businesses in the UK the complete business solution.

Unicom currently offers fixed line, broadband and data storage as well as its own directory enquiry service 118777.

Visit www.switchingon.com for further details.

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Notes to Editor

About Unicom

www.switchingon.com

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 80,000 small businesses throughout the UK. Unicom has an annual turnover of over £45m, 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.

Unicom has a directory enquiry service, 118 777. Based on calls from a BT or Unicom telephone line, 118 777 is 35% cheaper than 118 118, and 53% cheaper than 118 500. 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, and in September 2008 a ranking of 88th, in the Sunday Times Microsoft Tech Track 100 index.

In October 2009 Unicom became ISO 9001:2008 certified and in 2009 was also awarded the Customer Service Excellence, the Customer First and the Investors in People certification by independent assessors.

For the year ending April 2009, Unicom reported pre-tax profits of £11.2m on a turnover of £44.5m (with profits up 14.3% and turnover up 7% from April 2008). Unicom expects profits to be in excess of £12m on a turnover of more than £48m for the current year.

Unicom is a patron company of The Outward Bound Trust.

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