

MEDIA RELEASE

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NO PENALTIES FOR ENGLAND FANS

Photographs available at www.unicomimages.co.uk

England fans in South Africa will be able to share the euphoria of goals with friends and relatives free of charge thanks to telecoms provider Unicom.

Some moments are made to be shared so, in a bid to get behind the England football team, Unicom is giving calls and texts to and from South Africa free to its mobile phone customers during the World Cup.

South Africa has one of the highest international call and text charges to the UK and could cost mobile users in South Africa up to £1.45 per minute*, making chats to your nearest and dearest an expensive luxury.

A 10 minute chat home each evening during the World Cup could rack up a bill of more than £450. Or, if England got through to the final (resulting in seven matches), a quick five minute post-match report call after each game could cost a total of £51.

Chris Earle, dedicated England fan and operations director at Unicom, said: "There is nothing better than sharing a great goal with your mates or calling your family to give a blow by blow post-match report. We are making this possible for football fans out in South Africa this summer without incurring hefty international call charges."

Unicom's World Cup offer will run from June 11, 2010 to July 11, 2010 and is for its mobile phone customers only.

Chris Earle added: "Let's leave the penalties to the England players, we will not pass them on to our customers."

Unicom launched its mobile phone division in May 2010 and also offers fixed line, broadband and data storage as well as its own directory enquiry service 118777.

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* Rates compiled from service provider's websites.

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, mobile and website services to 85,000 small businesses throughout the UK. Unicom has an annual turnover of over £50m, 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's mobile customers only pay for the calls and services they actually use, the package also offers one complete bill and one contact number for all telecoms services.

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 2010, Unicom reported pre-tax profits of £12.7m on a turnover of £50.5m (with profits up 11.8% and turnover up 13.5% from April 2009). Unicom expects profits to be in excess of £15m on a turnover of more than £55m for the current year.

Unicom is a patron company of The Outward Bound Trust.

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