

UNICOM PRESS RELEASE

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118 777 SAVES £77.7 MILLION ON DIRECTORY ENQUIRIES CALLS.

Images available at www.unicomimages.co.uk

If all directory enquiries calls went to just one single number, then costs to residential and business phone users would be cut by £77.7 million a year.

Unicom, the leading specialist business-to-business telecoms provider, says that if every call went to its recently launched directory enquiries number, 118 777, then the £249 million currently spent on such calls would shrink by 31% - the price by which it undercuts BT's equivalent service.

"If everybody switched over to 118 777, then the cost of directory enquiries calls would be around about a collective £77.7 million less each year, which is a great result for the British public."

118 777 from Unicom is available to both business and residential users. Priced at 49p connection charge and 14p per minute, 118 777 undercuts the three main current directory enquiry service providers - 118 118 by 34% and Yellow Pages' 118 247 and BT's 118 500 by 30% - for an average duration call.

"The price may be more than competitive, but it does not mean we provide a cut-price service," said Chris Earle.

"118 777 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 if customers use it once, they will be happy with the service and price and will use 118 777 again and again.

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, 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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