

UNICOM PRESS RELEASE

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RECORD MONTHLY SALES FOR UNICOM.

Photo available at www.unicomimages.co.uk

Telecom service provider Unicom, which specialises in business-to-business connections, recorded its highest ever monthly billing figure in May 2008 – a fraction short of £3.5million.

The sales figure resulted from a record number of customers buying Unicom's services - more than 68,000 invoices were issued in the month, almost 10,000 up on May 2007, reflecting industry-beating retention rates and a relentless demand for what the company provides.

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.

"Consolidation in the telecoms marketplace has tempted some of our competitors to increase their prices but this merely assists both our new sales and our retention rate, each of which is heading in a favourable direction," said Tony Eagleton of Unicom.

"The telecoms sector annual average retention rate is 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.

"We get off on the right foot with our new customers because, while we are looking to the future in terms of raising our standards of delivery even higher, it's something from the past that they really like: a 'normal' 0161 phone number, and UK-based people answering incoming calls in less than six seconds.

"We provide our customers with highly competitive prices, which we fix for three years, and we strive to ensure that all customers genuinely receive the highest possible levels of customer service.

"We're a relatively small business with a small, closely-knit and efficient management team – and 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."

Unicom reported a 13.5% increase in sales and a 23.6% rise in profits to the end of April 2008, its ninth trading year.

Unicom, which has a regional headquarters in Newcastle-upon-Tyne, saw turnover increase from £36.7 million to £41.6 million, with pre-tax profits at £9.5 million compared to £7.7 million to the end of April 2007.

Ends

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 £42m, 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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