

UNICOM PRESS RELEASE

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£600,000 SAVED BY UNICOM 08 NUMBER CUSTOMERS

Images available at www.unicomimages.co.uk

Small business specialist telecoms provider Unicom has signed up its 5,000th customer for 0800, 0808 and 0845 numbers saving businesses £600,000 a year in rental alone.

"As soon as our customer service team clarifies and explains the difference and benefits of Unicom 08 number, businesses usually jump on the opportunity," said Chris Earle, Unicom's Operations Director.

Sales and customer service staff at Unicom's Manchester base and regional headquarters in Birmingham, Ipswich, Leeds, Milton Keynes, Newcastle-upon-Tyne, Nottingham, Sheffield and Stoke-on-Trent have been working hard to explain the differences between numbers.

"That hard work has benefitted both Unicom and its customers. The success of Unicom 08 numbers is largely down to the significantly better pricing we offer. We do not charge a line rental compared to BT's charge of £120 per year. By choosing Unicom as their 08 number provider the 5000 customers we supply save £600,000 a year, plus significant savings on calls." said Chris.

"Our customers not only benefit from Unicom's fantastic pricing, but from the advantages an 08 number offers their business. 0800 and 0808 number are free phone numbers, there is no charge to the caller for dialling these numbers and therefore they encourage potential customers to call," Said Chris.

"0845 numbers are Local Call Rate numbers, the caller is charged at the Local Call Rate regardless of location. This allows businesses to have a local presence through in any area of the UK no matter where they are based."

Unicom's 08 service undercuts BT prices. Unicom 0800 and 0808 Freephone numbers have no monthly rental charge (BT charges £10), call cost per minute is 3.00p (BT charges 4.98 pence per minute) and have a minimum call charge of 1.00p (BT charges 1.7p). This saves Unicom NTS subscribing businesses £120 rental charges, plus 40% on all calls.

Unicom 0845 numbers have no monthly rental charge (BT charges £10), there is no call cost to the business (BT charges 3.48 pence per minute) and there is no minimum call charge (BT charges 1.2 pence). This saves Unicom NTS subscribing businesses £120 rental charges, plus 3.48 pence per minute on all calls.

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, and in September 2008 a ranking of 88th, in the Sunday Times Microsoft Tech Track 100 index. In October 2008 Unicom became ISO 9001 certified.

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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