

MEDIA RELEASE

May 17, 2010

100 months of continuous growth

www.unicomimages.co.uk

THERE are a hundred good reasons for celebration at Unicom after the company marked 100 consecutive months of growth.

Since launching in 1998, Unicom has been recognised as the UK's fastest growing telecom company appearing in the Sunday Times Profit Track 100 in 2006 and 2007.

From a standing start, Unicom now supplies more than 80,000 customers and is now aiming for 100,000 customer by the end of 2011.

Operations director Chris Earle said: "We have recorded growth every month for 100 consecutive months, there will be very few companies that can boast that. We have continued to sign up new customers and grow our business through the economic downturn and recession.

"This growth has continued despite significant customer loss due to businesses failing during the recession.

"We know it's a tough climate for small businesses across the UK and that's why we're determined to help them where they need it most; the bottom line. Now the recession is over our lost customers should be fewer, which will help us accelerate growth in our customer base."

Unicom's impressive achievement is put down to a hard working sales team who are selling a product every business has, but at a lower price and with superior customer service. This customer service has been key Unicom retaining customers and has resulted in a very low customer churn and the customer base continuing to build.

Visit www.switchingon.com for further details.

ends

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 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'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 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.

For further information and photographs contact Emma at RMS PR, email emma@rmspr.co.uk or call 0161 927 3131.