

UNICOM PRESS RELEASE

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UNICOM "GOOD", "VERY GOOD" OR "EXCELLENT", SAY UK BUSINESSES.

Images available at www.unicomimages.co.uk

More than 90% of customers surveyed by Unicom, the business telecoms service provider, say that the service, support and package they have received are "Good", "Very Good" or "Excellent".

The finding comes after Unicom surveyed 50 UK companies that subscribe to Unicom services as part of its ISO quality standard assessment programme.

Manchester-based Unicom, which has regional headquarters in Birmingham, Ipswich, Leeds, Milton Keynes, Newcastle-upon-Tyne, Nottingham, Sheffield and Stoke-on-Trent, asked its customers ten questions in line with ISO guidelines.

Overall, 69.8% respondents answered "Excellent" or "Very Good" to the questions, 20.8% said "Good", only 4.4% said "Satisfactory", while 5% said "Poor".

The top individual ratings were 96% of customers who said Unicom services were good, very good or excellent; 92% of customers said call response time, customer service satisfaction and reliability of the product were good, very good or excellent.

"It is no secret that no matter how hard the country's utility providers try, there will always be criticism - however, we are seeing clear signs that Unicom is providing high degrees of satisfaction," said Chris Earle, Operations Director of Unicom.

"We can see there is room for improvement, and research such as this allows us to see where we can focus our strenuous and sustained efforts to get drive the highest possible level of customer satisfaction.

"We tell customers we will be there for them, we have to deliver on that promise and we do deliver: In August 92% of calls were answered in 4 seconds or less."

The questions were:

1. How do you rate our communication with you as your supply commenced?
2. How do you rate our call response time? I.e. how fast we answered your calls.
3. How do you rate the politeness and helpfulness of our staff?
4. How do you rate our efficiency in calling returning your calls?
5. How do you rate the advice/knowledge provided by our customer services advisors?
6. How do you rate our response times to your queries and requests for information?
7. How satisfied are you with our customer service?
8. How satisfied are you with the reliability of the product?
9. How satisfied are you with the accuracy of your bills?
10. How satisfied are you with our products?

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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