

MEDIA RELEASE

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Unicom moves into mobiles

For photography see www.unicomimages.co.uk/

MANCHESTER business telecoms firm Unicom is moving into the mobile market after signing a deal with European operator Transatel.

The company, which is based at Sharston Industrial Estate, supplies fixed lines and broadband to businesses nationwide and is now offering mobile packages to its 80,000 customers.

Unicom mobiles will operate on the Orange network.

The mobile package, which is initially available to existing customers, includes free line rental. Unicom operations director Chris Earle said: "We have been looking at the mobile market and honing our offering for some time. We wanted to ensure we were bringing a highly competitive, effective mobile solution to our customers.

"Our mobile users will only pay for the calls and services they use and can enjoy the benefits of a UK-based customer service centre and a single bill for all the services Unicom supply.

"Unicom has been very successful providing fixed line services to small businesses – we believe we can provide a great service in mobiles as part of our planned expansion in 2010."

The company is recruiting a further 20 staff to its Manchester team as part of its mobile expansion plans.

Mobile phone contracts will be available for non-Unicom customers later this year.

Visit www.switchingon.com for further details.

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Notes to Editor

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 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 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 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.