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## Phones 4u wins "Best Retailer" at the 2008 Mobile Industry Awards

Phones 4u has beaten off stiff competition from finalists O2, Carphone Warehouse and Vodafone to win the prestigious "Best Retailer" award at the 2008 Mobile Industry Awards.



Rigorous judging criteria meant industry experts deliberated over customer survey results, commendations from senior personnel from the handset brands and network operators, and displays of innovation from the finalists. However, the judges were clear on making Phones 4u the winner.

Brendan Sweeney, Phones 4u Managing Director said: "We operate in an extremely competitive industry so it's a tremendous accolade to be recognized for the hard work, determination and passion we have for our business and our customers. Our commitment to providing great value deals and service to our customers will long continue."

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### **Editor's Notes:**

- Phones 4u is an independent mobile retailer selling all networks and handset manufacturers' products.
- It is part of the Staffordshire-based 4u Group, and the Group CEO is Tim Whiting.
- Leading the way in the mobile industry through its excellent customer service, innovative advertising and differentiated in-store experience, Phones 4u has over 445 stores and is still rapidly growing.
- Phones 4u recognises that buying a new phone can be a complex and confusing affair. Phones 4u cuts through this confusion with its unique consumer consultation process, resulting in accurate, impartial advice and a package that is right for each customer.
- As a result it sells more new contracts than anyone else on the High Street.

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