



20th February 2008

Acquisition of Dial-a-Phone

Phones 4u Ltd, part of the 4u Group, has today agreed to acquire Dial-a-Phone, one of the leading UK brands selling mobile phones direct to consumers.

Dial-a-Phone offers mobile phones through its internet sites www.dialaphone.co.uk and www.mobileexpress.co.uk and via its telesales operation based in Kentish Town, London. Dial-a-Phone employs approximately 300 staff in Kentish Town and at its distribution centre in Northampton.

Commenting on the acquisition, 4u Group CEO Tim Whiting said, "Dial-a-Phone's strong brand and high level of expertise in the direct market are a perfect complement to Phones 4u's brand and strength on the High Street. Combining the Dial-a-Phone business with the Phones 4u direct operation will significantly increase our share of the direct mobile phone market. We are looking forward to welcoming Dial-a-Phone to the 4u Group and believe it will play a significant part in the continued expansion of our mobile phone distribution business."

Following the required employee consultations the acquisition is expected to be complete on 29th February 2008.

- END -

Editor's Notes

About Phones 4u

Phones 4u is an independent mobile retailer, offering 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, award-winning advertising and differentiated in-store experience, Phones 4u has over 440 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. The contract customers provided to the UK networks by Phones 4u are young, high-spending and technologically aware.

About Dial-a-Phone

Dial-a-Phone is a major UK direct (by telephone and over the internet) retailer of mobile phones, in particular contract mobile phones. In the year to December 2007, Dial-a-Phone sold approximately 121,000 mobile phone contracts. Direct Solutions Ltd manages websites selling mobile phones for third parties, in particular the Hutchison 3G network.

- END -

For further information please contact Brunswick Group LLP:

Dominic McMullan

Tel: 0207 396 5318 M: 07834 502318 E: dmcullan@brunswickgroup.com

Tom Buchanan

Tel: 0207 396 5366 M: 07974 982366 E: tbuchanan@brunswickgroup.com