



Phones 4u launches National ad campaign to promote the UK's Biggest Choice of Mobile Broadband

Further to the success of the recent campaign launched in London, Phones 4u has launched an urban National advertising campaign to support its huge range of mobile broadband offerings. Phones 4u continues to be the only place to offer mobile broadband packages from Orange, 3, Vodafone and T Mobile, meaning that it continues to offer the biggest choice of mobile broadband in the UK.

The campaign, which launches on 22nd April 2008 will include press, outdoor, and transit media executions across major cities throughout the UK. These include Birmingham, Glasgow, Manchester, Sheffield, Liverpool, Newcastle, Leeds, Edinburgh, Bristol, Leicester, Nottingham and Cardiff.

The campaign will be visible across the National rail network, with press activity featuring in commuter press titles such as the Metro, and will advertise the vast range of mobile data packages available at Phones 4u. The campaign will also continue to be visible across the London Underground and rail network.

Jim Slater, Marketing Director at Phones 4u said:

" It is our aim to cut through the complexity of fixed and mobile broadband and make choosing broadband solutions clear and simple for our customers. This campaign ensures that people across the UK know about the unbeatable choice of mobile broadband and value for money on offer at Phones 4u."

"We understand that everyone's broadband needs are different and in striving to meet our consumers' needs, our expert and honest staff offer peace of mind and a personal broadband solution to meet your precise broadband requirements."

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 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.

-ENDS-

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