



Amazing Value this Easter at Phones 4u!

Phones 4u are showing that they have more than just chocolate eggs to fill your baskets with this Easter when customers can take advantage of some outstanding deals across prepay and contract, with 3 phones for the price of 1 and up to £40 off selected handsets.

To promote the fantastic deals available this Easter in all Phones 4u stores and online at www.phones4u.co.uk, Phones 4u have unleashed a heavyweight press campaign advertising the unbeatable value on offer.

From March 19th, a new raft of Easter prepay promotions will be advertised in newspapers including The Sun, The Star, The Daily Mirror, Metro, London Lite and Thelondonpaper.

Phones 4u Marketing Director Jim Slater commented, "Phones 4u wanted to see in the Easter holiday with a bang, and we are delighted to be offering our customers amazing value for money on a number of the latest pay-as-you go handsets."

NOTES TO EDITORS :

- 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.

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