



PHONES 4u TO LAUNCH THE HTC ChaCha ON 2nd JUNE

LONDON, UK. 2nd JUNE 2011: Leading mobile retailer for the youth market Phones 4u, can today confirm that it will be launching its first Facebook centric phone, the HTC ChaCha, on 2nd June. For those wanting early access to this much anticipated social networking smartphone, pre-ordering is currently available online via the Phones 4u website and will be available to buy online and in selected stores 2nd June.



The 'one-touch sharing via your mobile' dream has now come true, thanks to the HTC ChaCha's dedicated Facebook button. Not only does it allow you to share your favourite tunes from the built-in music player, those embarrassing photos of your mates, and location and status updates but you can do all of this at just the touch of a button.

The HTC ChaCha truly is the socialite's best mate, sporting its own Facebook Chat widget that lets you group all your friends together and engage in live instant chat with who you want, when you want, as often as you want. It even integrates Facebook with your calendar and address book! In addition to a 2.6 inch crystal clear touch screen, it features a 5 MP camera with auto focus and LED flash, plus a VGA front facing camera for taking those

crucial Facebook profile photos!

“What with 93% of our customers admitting to having a Facebook account*, it’s clear that social networking is no longer just something people do in their spare time – it’s an integral part of their lives. We know our customers are going to be thrilled about the HTC ChaCha’s arrival at Phones 4u, and we’re excited to be offering them a smartphone catered to their needs and what they enjoy doing most. We’re confident the HTC ChaCha’s going to be a huge hit with our youth audience,” said Scott Hooton, Trading Director at Phones 4u.

“We’re excited to see how UK customers find the HTC ChaCha,” commented Jon French, Vice President Sales and Operations at HTC EMEA. “This model is completely different from any other handset we’ve developed and has been designed specifically for those who share their lives through Facebook as second nature. It’s a great fit for Phones 4u, offering its audience a great blend of smartphone performance with the enhanced ability to chat or share their thoughts, photos and location even more easily than before.”

For further information on, or to pre-order the HTC ChaCha visit the Phones 4u website. Launching in Phones 4u stores and online from 2nd June, the HTC ChaCha will be available from FREE from £20 a month on contract, or from £299.95 on pay as you go.

Features include:

- Operating on Android Gingerbread with HTC Sense
- 2.6 inch 480 x 320 pixel resolution touchscreen
- Full QWERTY keyboard
- Dedicated Facebook key
- 5MP camera with auto focus and LED flash, plus VGA front camera
- 512 MB internal expandable memory
- 800MHz processor
- Up to 450 minutes talk time
- Wi-Fi, 3G, Bluetooth and GPS connectivity
- Built in-music player
- Multiple browsing windows

Media Contacts:

Georgie Brown

A&R Partners

gbrown@arpartners.com

Notes to editors

*A survey was conducted on 605 people in May 2011, via Phones 4u's co-creative consumer panel, uBar (www.theubar.co.uk). This online neighbourhood takes a unique approach to gathering customer opinion, by providing Phones 4u with a platform in which to engage in a 2-way dialogue with customers in real time. The uBar, allows for a more active exchange of customer feedback and ideas, and creates an ideal testing environment for new products and services. It offers valuable insight into how the mobile youth market are engaging with the Phones 4u brand, what their purchasing habits are both online and offline, and provides Phones 4u with an even greater insight into the lifestyles of its customers.

About Phones 4u

Phones 4u is an independent mobile retailer, offering all networks and handset brands and market leading choice and value. 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 500 stores and is still growing. It has recently completed a refresh of its entire store estate, with the focus now on interactivity and making the product the hero. Phones 4u employs circa 6,000 people.

Phones 4u is a truly unique brand within the mobile sector, with a distinctive customer base. It is the leading independent mobile phone retailer among the youth market and is recognised for its success in engaging with this hard to reach audience through its stand-out marketing, social media and its market leading smartphone range.

Passionate about its customers and committed to delivering award winning customer excellence every time, Phones 4u has made its customers' needs the foundation of its business behaviour. Phones 4u was the first mobile retailer to implement NPS and led the industry in making staff accountable for the way they sell and is known for running the largest Ofsted accredited retail apprenticeship programme in the UK. Significant investment in the training and development of its people along with a 'unique to the high street' customer consultation process, delivers quality staff, unrivalled mobile expertise and advice tailored to individual customers' needs. As a result, 1 in 4 new contract smartphones sold on the high street are through Phones 4u.

<http://www.phones4u.co.uk/>

###

The use of the CHACHA trademark by HTC is pursuant to a license from ChaCha Search, Inc. HTC is not affiliated with, sponsored by, or endorsed by ChaCha Search, Inc. For more information regarding ChaCha Search, Inc., please visit its website at www.chacha.com."