



PHONES 4U AND HUAWEI PARTNER TO BRING OEM SMARTPHONE RANGE TO THE YOUTH MARKET

- *Huawei to enter the smartphone arena with new range of high-end OEM devices*
- *Phones 4u to have exclusive lead to market on key Huawei Blaze smartphone in Q4*
- *Phones 4u secures first distribution agreement for flagship Huawei Vision smartphone, also available in Q4*

18th AUGUST 2011: Phones 4u and Huawei, a leading telecoms solution provider, are pleased to announce a partnership that will see the UK's premier mobile retailer for the youth and value segments range Huawei's hotly-anticipated Blaze and Vision smartphones in Q4.

Phones 4u will have an exclusive lead to market in Q4 on the Huawei Blaze smartphone. Phones 4u is also the first UK retailer to secure distribution of Huawei's flagship Vision smartphone.

The Blaze and Vision handsets, both of which run on the Android operating system, are the first smartphones Huawei will sell under its own brand in the UK. They represent a significant turning point for Huawei as it seeks to establish itself among the leading smartphone brands in the UK, and globally.

Accordingly, both Phones 4u and Huawei will invest significantly in the launch plans and marketing executions of the Blaze and Vision smartphones.

Phones 4u Trading Director Scott Hooton commented: "We're thrilled to be collaborating with Huawei to bring our customers an exciting new range of high-end, great value smartphones that offer style as well as substance in time for Christmas. With the new Vision and Blaze devices, it's clear that Huawei is serious about becoming a key challenger in the competitive smartphone space. We're delighted to be starting this journey with Huawei, which presents a massive opportunity for both companies and more innovation and choice for our customers."

Huawei Executive Vice President Mark Mitchinson said: "Phones 4u has a terrific track record within the UK youth market, which is a key demographic for our emerging brand and compelling smartphone range. The Blaze and Vision will be among the very best-specified Android smartphones in the market and we are delighted that Phones 4u has taken the decision to enter into a truly strategic partnership with Huawei, a partnership that offers great consumer value without compromise. The Blaze and Vision will appeal to astute and shrewd shoppers. They will also appeal to those who want to be a part of the smartphone revolution for the first time, and to those who want to stand apart with a fresh and rousing new brand."

The Huawei Vision and Blaze smartphones will run on Android Gingerbread 2.3 OS. The Vision is supported by 1GHz Qualcomm Snapdragon MSM 8255 processor. Both will be available from Phones 4u stores and online in the coming months. Information on pricing and availability will be shared at a later date.

END

Media Contacts:

Phones 4u

Gemma Pears / Gemma.Pears@colombus-communications.com / 020 7792 7426

Nic Forster / Nic.Forster@colombus-communications.com / 020 7792 7458

Huawei

James Blackman / james.blackman@huawei.com / 01256 868736

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/>

About Huawei Device:

Huawei Device Co., Ltd's products cover a wide range of market sectors including mobile phones, mobile broadband devices, and home devices. Our products also include the Hi Space App Store and the Management Cloud, which are solutions that make devices smarter and easier to use. With our primary focus on the consumers, Huawei Device is committed to creating the most influential smart device brands in the world, providing user-friendly mobile Internet experiences. As of the end of 2010, Huawei Device's products were available through more than 500 operators all over the world. Huawei Device has established strategic partnerships with many of the world's leading operators including Telefónica, China Mobile, Vodafone, T-Mobile, BT, China Telecom, NTT Docomo, France Telecom, and China Unicom.

For more information, visit Huawei Device online: www.huaweidevice.com

For regular updates on Huawei Device, follow us on:

Facebook: www.facebook.com/huaweidevice

Twitter: www.twitter.com/HuaweiDevice

YouTube: <http://www.youtube.com/user/HuaweiDeviceCo>