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## **Virgin Media partners with Phones 4u on the high street**

Virgin Media today announced a partnership with Phones 4u, which will see the communications and entertainment company take over shop space in six selected stores for six months. If successful, the trial could be extended further into Phones 4u's nationwide estate.

Each of the six stores, in the North West of England, have been refurbished with Virgin Media branding to showcase its range of products – including digital TV, video-on-demand, superfast broadband, home phone and mobile. The Phones 4u stores will appear to be spilt in half to shoppers and will also include a Virgin Media logo on the store's outer fascia.

Phones 4u staff for the six stores have been extensively trained on Virgin Media's products and bundles, and each store will include its very own Virgin Media 'Guru', who will be on hand to answer any questions about the products and pricing.

The trial goes live from 1<sup>st</sup> February and will run for six months in the following stores:

- Parker Street, Liverpool
- Market Gate, Warrington
- St John Square, Birkenhead
- Standishgate, Wigan
- Chapel Street, Southport
- Strand Shopping Centre, Bootle

Virgin Media currently has 13 dedicated stores and over 91 concessions in Zavvi stores.

Peter Taddeo, Virgin Media's managing director of consumer sales said: "Our partnership with Phones 4u will help us to maximise the opportunity for promoting digital services on the high street and bring the digital home concept directly into the hands of the consumer. As a key strategic partner for Virgin Media, their staff and expertise will provide the perfect platform to demonstrate Virgin Media's uniquely positioned products and services."

Jim Slater, Phones 4u's marketing director said: "Phones 4u are delighted to be working closely with Virgin Media. The products in the Virgin Media portfolio offer our customers both an excellent proposition and significantly increased levels of choice.

"The Phones 4u personal consultation process lends itself well to helping our consumers to understand the breadth of the Virgin Media product range, and will help them to select the right package."

## Ends

### Notes to editors

#### Virgin Media

Virgin Media is an innovative and pioneering UK entertainment and communications business. For the first time consumers can get everything they need from one company - the UK's only quad play of TV, broadband, phone and mobile plus the most advanced TV on demand service available, the UK's first high definition TV service and V+, our high specification personal video recorder. We're the UK's most popular residential broadband provider, the largest virtual mobile network operator and the second largest provider of pay TV and home phone.

Virgin Media owns two content businesses - Virgin Media Television (VMTV) and sit-up. VMTV owns seven entertainment channels – Virgin1, Living, Living 2, Bravo, Bravo 2, Challenge, and Trouble - and is a 50% partner in UKTV which consists of nine channels including Dave, UKTV Gold and UKTV History. sit-up runs retail TV channels bid tv, price-drop tv and speed auctiontv.

Virgin Media is the largest Virgin company in the world and has almost 10 million customers. To find out more visit [www.virginmedia.com/presscentre](http://www.virginmedia.com/presscentre).

#### Phones 4u

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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