

## Tesco Mobile Launches New iPhone Pricing and Tariffs

LONDON, UK – April 19<sup>th</sup>, 2010 – Tesco Mobile today announced new pricing and tariff plans tailored for iPhone customers.

Tesco Mobile customers can now purchase iPhone 3G 8GB for £100, iPhone 3GS 16GB for £200 or iPhone 3GS 32GB for £275 with a new 12-month contract, paying just £35 per month. The plan includes unlimited texts, data and WiFi, and 750 free voice minutes each month. Customers can also choose to get a free iPhone 3GS 16GB, with unlimited calls, texts, data and WiFi on a 24-month contract for just £45 per month.

"Tesco Mobile's [iPhone tariffs](#) have been very popular," said Lance Batchelor, Chief Executive Officer of Tesco Telecoms and Tesco Mobile. "We've now made them even better, with a lower upfront cost for iPhone and a new 12-month contract."

iPhone is available at Tesco Phone Shops and on the Tesco Direct website, alongside our full range of pay monthly and [pay as you mobile phones](#). Full details on tariffs and pricing are available at <http://www.tescomobileiphone.com/>.

Tesco already has a free branch locator app, a wine app and a Clubcard app for iPhone and iPod touch users available on the App Store.

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For further information on Tesco Mobile please get in touch via the website at <http://phone-shop.tesco.com/contact-us.aspx>

**About Tesco Mobile:**

Tesco Mobile is a 50:50 joint venture between Tesco and O2. The company sells exclusively Tesco Mobile branded services in Tesco stores, online and through Tesco Direct, across the UK using O2's technology and network.

Tesco Phone Shop has recently added the iPhone to its range of [mobile phones](#). The popularity of the iPhone makes this a great addition as Tesco continue to provide the [best mobile handsets](#) to their customers.

Tesco Mobile is also available in the rapidly expanding estate of Tesco Phone Shops which will number over 100 by the end of 2009.

The network gives its customers value, simplicity and choice, offering them award winning, simple, great value [Pay as you go](#) and [Pay monthly tariffs](#) with rewards such as free credit and Clubcard points.

It is the fastest growing Pay as you go network in 2009 and has been voted as the number one mobile network for customer satisfaction by Which Magazine (May 09).

**Notes to editors:**

iPhone 3GS is the fastest, most powerful iPhone yet, packed with incredible new features including improved speed and performance - up to twice as fast as iPhone 3G - with longer battery life, a high-quality 3 megapixel autofocus camera, easy to use video recording and hands free voice control.

The groundbreaking App Store provides access to more than 100,000 applications from games to social networking to financial planning and health management, generating more than 2 billion downloads to date. iPhone is now available in over 80 countries around the world.

Tesco Mobile is also offering iPhone 3G and 3GS on its Triple Credit Pay As You Go price plan. All Tesco Mobile iPhone customers will have at least 12 months free unlimited data and access to the BT OpenZone Wi-Fi (UK).