

# Tesco Mobile to Bring its iPhone to the UK on December 14

LONDON, UK - December 10, 2009 - Tesco Mobile today announced that it will launch [iPhone](#) in the UK on December 14, in time for Christmas.

iPhone 3G and iPhone 3GS will be available to Tesco customers from just £20 a month, the lowest monthly contract price in the UK market. Tesco Mobile will also offer the first ever 12 month iPhone contract in the UK. Tesco Mobile will be the first mobile network to offer iPhone 3GS 16GB for free with unlimited calls, texts, and browsing, on a 24 month contract, for £60 a month.\*

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.

"iPhone is now available and affordable for all, with the best deals in the UK market," said Lance Batchelor, Chief Executive Officer of Tesco Mobile and Tesco Telecoms.

"This is a fantastic announcement for us and we're delighted to make iPhone available to our customers. It shows what a serious player in the [mobile](#) market Tesco Mobile has become."

With 42 million shopping visitors a week into Tesco stores, and great value price plans on offer, the network expects consumer demand to be extremely high. Tesco Mobile customers can buy iPhone from the growing chain of [Tesco Phone Shops](#) and from the very popular Tesco Direct website.

The lowest [Pay Monthly](#) price plan starts at just £20 a month on a 12 month contract. On this plan, customers can purchase iPhone 3G 8GB for £222 and will also receive a £60 flexible credit to spend as they choose each month.

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).

Full details on tariffs and pricing are available from [www.tescomobileiphone.com](http://www.tescomobileiphone.com)

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

**Pricing and tariff information:**

	<b>Monthly fee</b>	<b>Voice credit (mins)</b>	<b>Data credit (MB)</b>	<b>iPhone 3GS 16GB</b>	<b>iPhone 3GS 32GB</b>	<b>iPhone 3G 8GB</b>
<b>Plan 1: 12 month contract</b>	£20	£60 credit towards voice mins. and SMS	unlimited	£320	£407	£222
<b>Plan 2: 24 month contract</b>	£60	unlimited	unlimited	£0	£50	£0
<b>Pay As You Go</b>			unlimited for 12 months	£440	£538	£342

\* 24 month contract – fair usage policy of £500 for calls and texts. Unlimited data browsing.

**ENDS**

For further information on Tesco Mobile or to request photography please contact:

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**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](#) will be adding the iPhone to the 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).