



25<sup>th</sup> November 2009

## TESCO MOBILE NETWORK CUSTOMERS TO GET THE iPhone

Tesco Mobile through its joint venture partnership with O2 is pleased to announce that it will shortly introduce iPhone 3G and iPhone 3GS in Tesco Phone Shops and online through Tesco Direct in the UK.

For further information and for customers interested in pre-registration please visit [www.tescomobileiphone.com](http://www.tescomobileiphone.com).

For more information on iPhone, please visit [www.apple.com/uk/iphone](http://www.apple.com/uk/iphone).

More information can be found on Tesco Mobile at [www.tescomobile.com](http://www.tescomobile.com)

**ENDS**

### **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 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).