



TESCO
mobile

Press Releases 2009

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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 more information about iPhone, visit www.tescomobileiphone.com.

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).

Notes to Editors

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 across the UK using O2's technology and network. The service gives Tesco Mobile customers value, simplicity and choice, offering them supermarket style offers and the chance to earn Clubcard points when buying handsets and call time.

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Parents sound off as teens ring up £376 million on unexpected phone bills

(21st October 2009)

British parents are counting the cost of having to pay for their teenager's mobile phone calls with a third admitting they struggled financially to pay for their teens' calls.

The 'bank of mum & dad' bails out UK teenagers' phone bills to the tune of £374 million a year, with nearly half (48%) of parents paying their teen's mobile bill.

For many teens, running up costly phone bills has become a way to increase their pocket money by stealth from parents.

Of the 2000 parents of 16-19 year olds surveyed by Tesco Mobile almost half (43%) of parents confess they feel under pressure to pay their teenager's mobile phone bills.

Temper tantrums if they don't pay (34%) and concerns about their teens' safety (34%) are the top reasons parents cite for footing the bill.

With the growing popularity of mobile add-ons and the increase in ways to pay for services via mobile phone (premium subscriptions and text voting) the opportunities for teenagers to run up higher bills than expected are ever greater.

Tesco Mobile has launched a brand new 'Cap Your Mobile Spend' service which gives all the benefits and value of a Pay monthly tariff but with the control of Pay as You Go top-up.

Customers choose to receive a set amount of Pay monthly credit each month and when the credit is used up they simply top-up just like Pay as You Go, without the risk of running up a large bill.

Lance Batchelor, Chief Executive Officer of Tesco Mobile and Tesco Telecoms commented:

"This is a great way to avoid bail out banking.

Mobile phones are a central part of our lifestyles, and an important way to keep in touch but not at the cost of getting into financial difficulties.

You can set a cap on your own mobile or any other Tesco Mobile phones you pay the bill for."

The new capped tariff is available to all Tesco Mobile customers.

Editor's Notes

*Research undertaken by OnePoll for Tesco Mobile, September 2009.

Tesco Mobile gets people talking with unlimited mobile deal

(30 July 2009)

Tesco Mobile today unveils a brand new credit crunch-beating Unlimited tariff, allowing people to talk and text as much as they want without worrying about their monthly phone bills.

The SIM only, pay monthly deal, gives people unlimited minutes, texts and browsing for just £30 a month. With everyone watching their wallets, this means no more worries about going over your free minutes and getting bill shock at the end of the month.

Research from Tesco Mobile showed that in this financial climate, worry over the cost of monthly bills frequently led to people spending less time on the phone to friends and relatives as they would like to.

59% of Brits said they would spend more time on the phone if they had unlimited minutes.

Over half of all respondents (52%) also claimed they had friends or relatives who cut short phone calls to keep costs down.

Nearly half admitted doing this themselves (49%) despite it being voted one of the most annoying breaches of 'mobile phone etiquette'.

With over 85% of the population now owning a mobile phone, mobile use has developed its own 'rules' for behaviour. Asked to name the most unacceptable and annoying mobile phone habits, the majority were a result of people worrying about their bills. The top 5 worst offenders were:

- 1. Talking to other people in the room whilst on the phone
- 2. 'Drop calling' – calling then hanging up so people have to return the call
- 3. Texting people to ask them to call back
- 4. People not picking up voicemails to save money
- 5. Cutting short phone calls to cut down on bills

Lance Batchelor, Chief Executive Officer of Tesco Mobile and Tesco Telecoms said:

"Ours is the only pay monthly deal that gives consumers truly unlimited calling and texting. You don't have to choose if you're a chatterbox or a texter, you can use your mobile as much as you want without having to worry about the cost.

We believe that this will change the way people use their mobile phones. The new tariff aims to give people a simple, guaranteed way to have unlimited calls, texts and browsing. It takes away the concern and uncertainty about your monthly bill as it's fixed at £30, meaning you can talk, text and browse freely, and avoid the annoying habits revealed by our research."

Tesco Mobile launches innovative new advertising campaign

(17 September 2009)

Tesco Mobile, one of the UK's fastest growing mobile networks, has announced it is launching an innovative new campaign to promote its unlimited pay monthly tariff.

The campaign takes a different approach to traditional Tesco Mobile advertising while keeping with the Tesco tone of voice and focusing on being warm, open and humorous.

The new campaign starts by emulates the style of some TV advertising creatives that focus on philosophies and dreamy, imaginative worlds, but ends with a straight talking down to earth guy who simply and honestly tells the viewer the deal and value on offer.

This style of execution allows Tesco Mobile to show consumers how it offers an alternative to the complexity of the mobile world and as a network is all about value, honesty, simplicity and ease of use.

The nationwide campaign including TV, outdoor, press and radio, focuses on the unrivalled amount of free calls and texts that Tesco Mobile gives its customers for just £30 a month.

Lance Batchelor, Chief Executive Officer of Tesco Mobile and Tesco Telecoms said:

"This is a humorous and light-hearted campaign but at its heart there is a serious message – that Tesco Mobile is on the side of the consumer.

We're not going to tell people that there's a philosophy behind our tariffs. This campaign is an antidote to fluffy messages. It simply focuses on what we can give our customers, which is unlimited calls and texts for £30 a month."

Andy Chisholm, Business Director at The Red Brick Road said:

"This is an exciting new campaign which challenges some traditional mobile advertising and really appeals to what people want in the present climate – simple, great value deals and an honest and open approach."

Shoppers vote for Tesco Mobile as the Number One

Network Influential Which? Report places the fast growing mobile network as number one for customer satisfaction.

May 2009 - Tesco Mobile has once again proved that it puts customers first by beating all other leading networks to scoop the top position in the prestigious mobile satisfaction survey from Which? Magazine for the fourth year in a row.

The authoritative survey of over 5,000 people found that Tesco Mobile was the favourite mobile operator for Pay as you go, with customers nominating the network for services including its wide handset range, affordable tariffs and exceptional customer service.

Tesco Mobile's handsets were also applauded with the Nokia 2610 highlighted as 'cheapest best buy' and the Nokia 5310 as 'best buy under £80'.

Tesco Mobile's Pay as you go tariff which rewards customers with free triple credit, was also given a special mention by Which?, who called it the 'best top-up incentive', beating other mobile networks' top up bonuses for value.

The Which? report is backed up by other recent mobile surveys including the 2009 Aura Mobile Customer Survey which selected Tesco Mobile as the top operator for customer satisfaction.

Lance Batchelor, Chief Executive Officer of Tesco Mobile and Tesco Telecoms said:

"This is a powerful endorsement for our brand and we are delighted that Which? members have voted for Tesco Mobile.

Customer service is crucially important to mobile users who will often select their operator on the experience they have had. Its great news for us that consumers have chosen Tesco Mobile over the other networks for four years in a row and shows that people are prepared to shop around to get the very best in customer care."

Tesco Mobile launches Credit Crunch Contract Deal

(24 February 2009)

Consumers spend £10 and get £40 of credit back

Tesco Mobile has launched a credit crunch buster of a tariff, responding to the many people concerned about their financial outgoings in the current economic climate.

The new SIM-only tariff is a £10 pay monthly deal which will help mobile users who want to stay on a contract but have a bit less money to spend at the moment.

Customers get quadruple credit with the new deal which equates to £40 of flexible credit to use how they like, when they spend £10 a month.

This amount of credit provides up to 400 minutes of calls or 800 texts a month*.

Additionally, it is a rolling one month contract – so customers are not tied into a 12 or 18 month contract.

The deal is the only £10 contract offering available in Tesco stores and means consumers can bypass contract commitment and high costs at a time when they want flexibility.

Research from OFCOM highlights that the average monthly cost of a mobile phone contract is £33.06 and that 40% of mobile phone users say they don't use all their minutes each month**.

Lance Batchelor, Chief Executive Officer of Tesco Mobile and Tesco Telecoms said:

“We know that people see their mobiles as a necessity and won't give them up for anything.

With this new tariff we're helping customers who want to keep on calling and texting as much as they used to but need to spend a bit less.”

Customers simply need to pick up a SIM pack from store, online at www.tescomobile.com or by calling 0845 301 4455.

* When calling or texting 5 favourite numbers at 5p a text and 10p per minute a call.

** Ofcom Communications Report, August 2008.