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Vodafone UK shakes up the business mobile broadband market with a value-packed range tailored for small businesses

- **Six great value plans with flexible contract lengths (3, 12 & 24 months)**
 - **Secure business data with Vodafone Backup & Restore**
- **Real time alerts so customers know how much they are using**
 - **Prices start from only £3 per month**
- **Free BT Openzone Wi-Fi included in five of the six packages**
- **Wide choice of top business devices to get internet and email in the office or on the move**
 - **Vodafone's Euro Traveller includes more data to use in Europe**

Vodafone UK, the leading communications provider to British SMEs, is launching a new range of great value mobile broadband packages. The range is tailored for small and medium businesses and makes connecting to the internet simpler and easier.

The new range contains six different broadband packages which are designed to support the way most customers do business today. Each package is filled with great value and designed to suit occasional, casual or high usage. Free BT Openzone Wi-Fi access is included in five of the six packages. Vodafone internet security and an online back up service is available as standard across the whole range at no extra charge.

With UK businesses still coming under heavy cash flow pressures, Vodafone's new small business mobile broadband range comes with two new 'pay for what you use' plans, which are ideal for ad-hoc usage without incurring large monthly overheads. Prices start from only £3 per month. Other features include:

1. Flexible contract lengths (3, 12 and 24 months) across all packages.
2. Packages work with any device including the Apple iPad 2, BlackBerry Playbook, laptops, netbooks and USB modems and Wi-Fi modems.
3. Go over the data allowance and the extra cost for mobile internet is just 5p per megabyte.
4. Keep track of data usage. Vodafone will send pop up messages to a customer's iPad, tablet, PC or laptop to let them know how much of their package they've used and any extra cost spent on top each month.

5. Your business data is protected. Vodafone Backup & Restore is a restore and antivirus software that comes as standard when you buy any of the six packages. It works for the life of your contract so it's one less thing to worry about.
6. Packages start from £3 per month.
7. Vodafone's Euro Traveller. Business customers who sign up to an annual contract at £36.50 a month (ex-VAT) can get 5GB of data, per month, to use in the UK and a further 1GB of data, per month, to use in more than 35 European countries and destinations. Rest of the world' cap introduced to prevent data overspend.

Peter Boucher, Enterprise Marketing Director at Vodafone UK said: "We have listened to our small business customers and they have told us time and time again that the one-package-fits-all approach doesn't work for them; they want options that match the way they do business.

"With so many different price plans and devices available in the market, business customers feel blinded with the constant talk of gigabytes, jargon and 'one size fits all' plans. We've completely redesigned mobile broadband with our small business customers in mind, to deliver a range that is tailored, simple and flexible on the UK's best network."

For large businesses, corporate and public sector mobile broadband customers, from today Vodafone's Mobile Broadband Professional option also includes 2GB of BT Openzone Wi-Fi per month, giving business more choice of where to connect when they are working on the move. The inclusive Wi-Fi is in addition to the 5GB of data and the security (Vodafone Visibility) and service benefits that larger business customers can already get with Mobile Broadband Professional.







For further information on Vodafone Business Mobile Broadband price plans go to:
www.vodafone.co.uk/businessmobilebroadband

Ends

**For further information:
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Telephone: 01635 666777**

Notes to editors:

Vodafone's six MBB packages

Vodafone Business Standby	Vodafone Business Casual	Vodafone Business Connected	Vodafone Business Constant	Vodafone Euro Traveller	Vodafone World Traveller
					
Perfect if you want a back up mobile internet connection. For times when you just need 2 minutes online urgently or you're worried about your office broadband breaking down on you. Have this as back up for those just in case moments.	Perfect for you if you're a bit 'off-and-on' with mobile internet. You'll send two emails one day. Then download a whole ream of documents the next. This package covers you either way.	Perfect if you like to be 'in the loop'. And that means checking in with the office regularly from your desk, train, car or even restaurant table. For those times, you need to be connected.	Email, email, email, download, email, email, conference call, email, sound familiar? This is your kind of mobile internet package if you are rarely in the office	If you're spending lots of time on the continent on business, don't leave your desk without this. This package is perfect for you if you travel frequently in the UK and around Europe.	Spend more time at the check-in desk than your office desk? Then this is the package for you. It keeps you constantly connected, wherever in the world your business takes you.
<ul style="list-style-type: none"> Pay for what you use 	<ul style="list-style-type: none"> 1GB BT Openzone Wi-Fi Pay for any 3G data used on top 	<ul style="list-style-type: none"> 2GB of BT Openzone Wi-Fi 2GB of mobile internet & 5p a megabyte there after 	<ul style="list-style-type: none"> 2GB of BT Openzone Wi-Fi 5GB of mobile internet & 5p a megabyte there after 	<ul style="list-style-type: none"> 2GB of UK BT Openzone Wi-Fi 5GB of UK mobile internet & 5p a megabyte there after 1GB in Vodafone's Europe Zone 	<ul style="list-style-type: none"> 2GB of UK BT Openzone Wi-Fi 5GB of UK mobile internet & 5p a megabyte there after 200mb in Vodafone's Rest of World Zone
£3 each month	£5 each month	£12.50 - £27.50 depending on your choice of device	£19- £34 depending on your choice of device	£36.50	£95
<ul style="list-style-type: none"> 5p for each bit of UK mobile internet used (MB) Europe £6.67 per day (100mb) World £25 per day(100mb) 	<ul style="list-style-type: none"> 5p for each bit of UK mobile internet used (MB) Europe £6.67 per day (100mb) World £25 per day(100mb) 	<ul style="list-style-type: none"> 5p for each bit of extra UK mobile internet used (MB) Europe £6.67 per day (100mb) World £25 per day(100mb) 	<ul style="list-style-type: none"> 5p for each bit of extra UK mobile internet used (MB) Europe £6.67 per day (100mb) World £25 per day(100mb) 	<ul style="list-style-type: none"> 5p for each bit of extra UK mobile internet used (MB) Extra in Europe £6.67 per day (100mb) World £25 per day(100mb) 	<ul style="list-style-type: none"> 5p for each bit of extra UK mobile internet used (MB) Extra World £25 per day(100mb) Europe £6.67 per day (100mb)