

news release



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FROM HARLOW TO DORKING: VODAFONE ULTRAFAST 4G EXPANDS ACROSS THE GREATER LONDON AREA

- Vodafone ultrafast 4G is now live in more than 80 towns and districts around London
- Over 100,000 users already enjoying Vodafone ultrafast 4G services
- Ultrafast 4G coming to Liverpool on October 17 and Glasgow on October 24 with Vodafone on track for 98% population coverage by 2015

Vodafone UK has expanded its ultrafast 4G coverage across the greater London area to include more than 80 towns and districts, from Harlow in the north to Dorking in the south and from Dartford in the east to Windsor in the west, giving even more people the chance to enjoy fantastic sports or music entertainment.

Vodafone ultrafast 4G brings music and sports lovers a choice of access to either Spotify Premium or Sky Sports Mobile TV. That's more than 20 million tracks from the world's best known streaming music provider; or the best in live action football from across the Premier League and Championship as well as tennis, cricket, golf and rugby. Vodafone has already signed up more than 100,000 people to its Red 4G plans, just seven weeks after they went on sale and only five weeks since 4G went live first in London.

The choice of great entertainment comes on top of unlimited data for the first three months, then double Vodafone's standard data allowances, plus unlimited calls and texts. Customers signing up before the end of October also get Vodafone's 4GBonus: an extra 4GB of data per month for the length of their contract.

Ultrafast 4G services also help businesses to raise their game by enabling employees to work where they want to, when they want to. Almost nine out of ten business leaders (86%) believe 4G will increase their productivity by providing a genuine 'in-office' experience wherever they are, according to recent research by Vodafone.*

Guy Laurence, Chief Executive, Vodafone UK said: *"We're giving people a reason to get excited about ultrafast 4G and more than 100,000 have already joined in. They're getting closer to the action with Sky Sports or enjoying the tracks they want from the more than 20 million available on Spotify. We're also giving busy businesses a boost by helping them take their office with them when they're out and about. We've been switching on a new site in the London area every half an hour and now people in more than 80 towns and districts can enjoy Vodafone ultrafast 4G. So, the question for even more people now is: which do you want – music or sport?"*

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Vodafone will switch on ultrafast 4G in Liverpool on October 17 and Glasgow on October 24 with Manchester to follow shortly afterwards. Ultrafast 4G is already live in London, Birmingham, Coventry, Leicester, Nottingham and Sheffield. By the end of the year, Vodafone Ultrafast 4G, with speeds typically six times faster than 3G**, will also be switched on in Bradford, Edinburgh, Leeds and Newcastle as part of the more than £900m Vodafone is spending on its network across the country this year. That investment comes on top of the £802m that Vodafone spent acquiring the widest portfolio of mobile spectrum in this year's auction of new capacity by Ofcom. That portfolio includes the crucial low-frequency spectrum that means Vodafone's ultrafast 4G signal will travel further into buildings. Vodafone is targeting indoor 4G coverage across 98% of the UK population by 2015.

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For further information:

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Notes to editors

*Vodafone research showing that 86% of businesses believe that 4G will increase their productivity was conducted with 554 organisational leaders across UK PLC and is available at:
http://www.yourbetterbusiness.co.uk/perspective_4g_in_the_workplace

**Vodafone Ultrafast 4G services with speeds typically 6 times faster than Vodafone 3G, may vary due to coverage and demand

Customers can check Vodafone's current and planned coverage at:
<http://www.vodafone.co.uk/our-network-and-coverage/uk-coverage-map/index.htm>

Around London there is now coverage in over 80 towns and districts including:

Outer London

Barking and Dagenham, Bexley, Brent, Bromley, Croydon, Ealing, Enfield, Greenwich, Harrow, Havering, Hillingdon, Hounslow, Kingston Upon Thames, Merton, Redbridge, Richmond Upon Thames, Sutton, Waltham Forest

Surrounding districts and towns

Addlestone, Tadworth, Beaconsfield, Biggin Hill, Borehamwood, Chertsey, Chorleywood, Cobham/Oxshott, Dartford, Dorking, Egham, Epsom and Ewell, Esher/Molesey, Grays, Harlow, Hatfield, Hemel Hempstead, Hoddesdon, Leatherhead, New Addington, Northfleet, South Ockendon, South Oxhey, St Albans, Staines, Sunbury, Sunningdale/Ascot, Swanscombe, Waltham Abbey, Walton and Weybridge, Watford, Windsor/Eton, Woking/Byfleet

Smaller towns and villages

Bagshot, Bean, Brasted, Chalfont St.Giles, Cheapside, Chertsey South, Chobham, Curdworth, Denham Green, East Horsley, Harefield, Hooley, Iver/Iver Heath, Ottershaw, Pirbright Camp, Richings Park, Shepperton, South Nutfield, Stanwell Moor, Tatling End, Thorpe, Virginia Water, West Horsley, Windlesham



Vodafone Red 4G-ready for consumers (with 4GBonus)

12 month SIM only plans:

	Red	Red 4G-ready	Red L	Red 4G-ready L	Red XL	Red 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	1GB	2GB 6GB	2GB	4GB 8GB	4GB	8GB 12GB	
	£21	£26	£26	£31	£31	£36	750MB
Sport or music included?	No	Yes †	No	Yes ††	No	Yes ††	

† Customers opting for the SIM only Red 4G-ready plan with 6GB, starting at £26 a month, can choose to have either Spotify Premium or Sky Sports Mobile TV included for the first six months. They are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

†† Customers on the SIM only Red 4G-ready L plan with 8GB (starting at £31) and the SIM only Red 4G-ready XL plan with 12GB (starting at £36) get Spotify Premium or Sky Sports Mobile TV included for the whole 12 months of their contract. At the end of the year, they are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

24 month contracts (with 4G handset):

	Red	Red 4G-ready	Red L	Red 4G-ready L	Red XL	Red 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	1GB	2GB 6GB	2GB	4GB 8GB	4GB	8GB 12GB	
	£42	£47	£47	£52	£52	£57	3GB
	£37	£42	£42	£47	£47	£52	2GB
	£33	£38	£38	£43	£43	£48	1GB
	£29	£34	£34	£39	£39	£44	500MB
	£29	-	£34	-	-	-	250MB
Sport or music included?	No	Yes †	No	Yes ††	No	Yes ††	

† Customers opting for the Red 4G-ready plan with 6GB, starting at £34 a month, can choose to have either Spotify Premium or Sky Sports Mobile TV included for the first six months. They are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

†† Customers on the Red 4G-ready L plan with 8GB and the Red 4G-ready XL plan with 12GB get Spotify Premium or Sky Sports Mobile TV included for the whole two years of their contract. At the end of the two years, they are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.



12 month contracts (with 4G handset):

	Red	Red 4G-ready	Red L	Red 4G-ready L	Red XL	Red 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	1GB	2GB 6GB	2GB	4GB 8GB	4GB	8GB 12GB	
	£47	£52	£52	£57	£57	£62	1GB
Sport or music included?	No	Yes †	No	Yes ††	No	Yes ††	

† Customers opting for the Red 4G-ready plan, starting at £52 a month, can choose to have either Spotify Premium or Sky Sports Mobile TV included for the first six months. They are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

†† Customers on the Red 4G-ready L plan (£57) and the Red 4G-ready XL plan (£62) get Spotify Premium or Sky Sports Mobile TV included for the whole 12 months of their contract. At the end of the year, they are then charged at £4.99 per month for Sky Sports Mobile TV or £9.99 a month for Spotify Premium. Customers can cancel at any time and will still get double the standard data allowance and 4G service.

Spotify Premium and Sky Sports Mobile TV – which provides access to Sky Sports 1 and 2 – are available on selected iOS and Android smartphones. For more information, please visit vodafone.co.uk/4g.

Access to either Sky Sports Mobile TV or Spotify Premium is included in a customer's plan, streaming live sports or streaming music will use a customer's data allowance.

Vodafone Red Business 4G-ready for businesses (with 4GBonus)
12 month SIM only plans (ex-VAT):

	Red Business 4G-ready	Red Business 4G-ready L	Red Business 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	2GB 6GB	4GB 8GB	8GB 12GB	
	£21.67	£25.83	£30	750MB
With Optional One Net Express included	£31.67	£35.83	£40	

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24 month contracts, with 4G handset

(prices quoted include optional One Net Express at £10 extra per month):

	Red Business	Red Business 4G-ready	Red Business L	Red Business 4G-ready L	Red Business XL	Red Business 4G-ready XL	Wi-Fi allowance
Minutes	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	
Data including '4GB for 4G'	1GB	2GB 6GB	2GB	4GB 8GB	4GB	8GB 12GB	
	£45	£49.17	£49.17	£53.33	£53.33	£57.50	3GB
	£40.83	£45	£45	£49.17	£49.17	£53.33	2GB
	£37.50	£41.67	£41.67	£45.83	£45.83	£49.17	1GB
	£34.17	£38.33	£38.33	£42.50	£42.50	£46.67	500MB
Data Sharing Included?	No	Yes	No	Yes	No	Yes	

Optional One Net Express

With Vodafone One Net Express, there's no need for a separate fixed landline for voice communications. Customers can keep their current landline number or add a virtual one to their mobile phone for £10 per month. Incoming calls are routed to the mobile with no divert charges. Users with two or more mobile phones can enjoy call handling features such as auto attendant and multi-user hunt groups.