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Vodafone UK launches One Net Express and connects the world's one millionth One Net user

- **Vodafone UK launches One Net Express for small businesses to ensure they never miss a business call again and save up to 20% on communication costs**
- **UK based pregnancy exercise specialist FitMama, is the world's one millionth Vodafone One Net connection**

Vodafone UK launches Vodafone One Net Express, a completely new way of communicating for small businesses that merges all landline and mobile calls to create an innovative mobile-only solution. Customers can get through first time, no matter which number they dial.

The new service from Vodafone's One Net family means all landline and mobile business calls go straight to one phone giving business people the flexibility to work in an office or on the move and never miss a business call. Businesses can have multiple geographic numbers, allowing them to advertise a local number no matter where they are based. These services are designed to help make any business even more responsive and increase customer satisfaction.

Vodafone One Net Express, aimed at businesses with up to ten people, is a unique, purpose built solution that brings landline and mobile calls together on one intelligent network. It opens up powerful call management features which would usually only be available to larger businesses, such as helping to control calls, creating 'hunt groups' where a call gets routed to multiple people, single voicemail and an automated switchboard.

Both Vodafone One Net Express and Vodafone One Net can help businesses reduce communication costs by up to 20% with unlimited internal calls across landline and mobile devices and no call forwarding costs. There's no installation with Vodafone One Net Express, meaning businesses can get started straight away.

And that's just what the world's one millionth One Net connection did. Basingstoke based FitMama's founder Marie Behenna-Moran is now using Vodafone One Net so her busy team of pregnancy exercise specialists can keep in touch with mums-to-be. Whether her trainers are in the office, in a class, or on the move calls will find them.

"The phone is our office," said Marie Behenna-Moran, Founder of FitMama. "Now we can take it everywhere, we don't have to worry about missing customer calls or forgetting anything - it's all in one place. The smartphones provided as part of the Vodafone One Net package are very easy to use and provide us with access to absolutely everything we need - even while on the run between appointments. It's making a real difference to the way we do business."

Peter Kelly, Director of Enterprise at Vodafone UK said: "With our trio of unified communications solutions - Vodafone One, Vodafone One Net and Vodafone One Net Express we now have a complete family of unique, simple and effective services to help transform the communications of any size of business, deliver tangible cost savings and improve the customers' experience on the UK's best network. Customers like FitMama are telling us that these services are positively impacting the bottom line by improving their business results and delivering cost savings. This gives small businesses a big business communications experience."

Vodafone UK is spreading the word about Vodafone One Net and Vodafone One Net Express services with a multi-million pound integrated marketing campaign that launches today.

For more information on Vodafone One Net and Vodafone One Net Express go to: www.vodafone.co.uk/onenet or call **08450 727 242**.

Ends

**For further information:
Vodafone UK Media Relations
Telephone: 01635 666777**

About FitMama:

Founded in 2005 by Marie Behenna-Moran, FitMama is a pregnancy exercise specialist offering exercise and education services to pregnant women and new mothers in and around Basingstoke, UK. FitMama provides both public classes and private sessions, to help pregnant women prepare for the rigours of labour and new mothers to heal from the physical stresses of birth.

