

# news release



29 September 2011

## **Vodafone UK to launch Vodafone Freebee Rewardz**

### **Pay as you go customers rewarded every time they top up**

Vodafone UK has launched a new loyalty programme for its pay as you go customers which rewards them every time they top up. The scheme, open to all pay as you go customers is available from today, September 29. It builds on the great value that Vodafone's Text and Web, Freedom, Weekend, Talk and International Freebees offer.

Every time a pay as you go customer tops up, they'll receive a text giving them a voucher code. They can then go online to 'grab' an instant reward or bank them as 'grow' points, to save up for something bigger.

For as little as a £5 top up, customers can choose from a wide selection of rewards including big name discounts from brands such as Thorntons and BLOCKBUSTER, music downloads, free minutes, or choose to take a mystery reward, which could be anything from a smoothie maker to an iPhone. Alternatively, customers can collect points towards vouchers and experience days.

The more customers top up, the better the rewards become. Vodafone Freebee Rewardz will also learn from customers grab and grow choices over time, offering customers more of the things they love.

SriniGopalan, Consumer Director said: "Vodafone Freebee Rewardz is yet another reason why customers are choosing Vodafone on pay as you go. It's a unique scheme as we're giving our customers something more than just discounts and customers can take part with whatever pay as you go phone they have."

All pay as you go customers will be automatically opted in.

Customers can find out more information by going to [vodafone.co.uk/rewardz](http://vodafone.co.uk/rewardz)

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