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VODAFONE BRINGS 4G TO NEWCASTLE

Vodafone UK has launched ultrafast 4G in Newcastle this week bringing a choice of fantastic sports or music entertainment to local people and boosting local businesses with faster speeds, bigger data allowances and the ability to share that data at no extra cost.

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. 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 January 2014 also get Vodafone's 4GBonus: an extra 4GB of data per month for the length of their contract.

Ultrafast 4G services will 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.*

The rollout of ultrafast 4G services is 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.

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

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

If you would like 4G devices for review, please contact Eve Lacey at Ideas Network on 020 7351 4719 or email vodafone@ideasnetwork.co.uk