

News release

€1 million investment in 3's retail stores nationwide

State of the art store upgrades the latest evolution in consumer experience

Dublin 22nd July 2009

3, Ireland's leading provider of mobile broadband products, today announced a €1 million investment in its nationwide network of 21 retail stores following its unprecedented growth in the market since entering Ireland in 2005. The investment underlines 3's position as Ireland's fastest growing mobile network and market leader in mobile broadband and will see each of the individual stores receive a state-of-the-art interior design with full demonstration capabilities for a wide range of handsets.

The new store layouts will give consumers a first-class shopping experience with more space for handsets and interactive demonstrations. The new interactive capabilities in-store represents a first for Ireland and a significant evolution in how consumers test devices prior to purchase.

Elaine Carey, Director of Sales at 3 commented: "3 launched into the Irish market in 2005 and since then we have opened over 400 retail outlets and 21 3Stores up and down the country. This significant upgrade is a sign of 3's commitment to the Irish market and our ambition to create a world-class shopping experience in our own stores. Our employees receive first-class training on all 3's products and services and are also well positioned to help customers select the best price plans to suit their budget. Our retail team has been recognised with a host of accolades for excellence in retail and this store refresh programme will further enhance 3's shopping experience."

The 3Store upgrade sees brand new hi-tech display units being installed into the stores which mean customers can try out all the features of any phone before they decide to buy it. 3 have also increased the numbers of handsets on display by 25%, reflecting the wide range of mobiles 3 has to offer.

To celebrate this significant investment 3 has developed a special in-store customer offer. All customers who sign up to a pay monthly price plan before the end of July will receive an extra €20 off the Nokia 6220 or the Sony Ericsson W705. Both handsets normally retail for €49 on Relax 350 or €79 on Relax 150.

Switching to 3 is made easy by allowing customers to keep their mobile number. 3 offers a wide range of price plans to suit everyone's budget, including **Best of Both**, the first price plan to combine the flexibility of pre-pay with the benefits of pay monthly, **3Pay** and **Pay Monthly**. For more information visit www.three.ie or drop into any 3Store nationwide.

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About 3 Ireland

Launched in 2005, 3 is Ireland's fastest growing mobile network. Operating one of Ireland's 3G mobile phone licences, 3 Ireland has over 400,000 customers and is the market leader in mobile broadband with a 150,000 subscribers.

Switching to 3 is made easy by allowing customers keep their mobile number. 3 offers a wide range of price plans to suit everyone's budget:-

- **Best of Both** – Ireland's first price plan to combine the flexibility of pre-pay with the benefits of pay monthly. With a monthly cost of €25 customers receive 100 minutes talk plus 100 minutes 3 to 3 talk time and unlimited free texts to any network. Top up option available.
- **3Pay** – 99c per day provides 700 texts plus 200 weekend call minutes for a seven day period. New customers avail of 3cent texts and €80 credit. Top up option available.
- **Pay Monthly** – customers can avail of free unlimited 3 to 3 calls on the Relax 350,650 and 950 tariffs.

100% owned by Hutchison Whampoa, a leading international corporation, 3 has over 20 million customers worldwide and is Europe's leading 3G operator. 3 holds 3G licences in Ireland, Australia, Austria, Denmark, Hong Kong, Israel, Italy, Macau, Norway, Sweden and the UK.