

Three launches official FAI app with Nokia

Fans well 'Appy' with Three's new FAI app

Wednesday 1st June 2011 – Three, Ireland's largest high speed network, and Nokia today announced the launch of the official smartphone app of the FAI. The app is now available from Nokia's application store <http://store.ovi.com/content/127580> for free!

With this app, football fanatics can access all the latest news on the Irish football team via their Nokia handset. As well as receiving the latest news, users can view Twitter updates from players, fans and pundits. The app also contains exclusive content such as video footage of the Irish team and pictures from the Irish squad's gallery.

Other features of the app include a 3D penalty shoot-out game, which gives users the chance to test their skills and to be in with a chance to win a range of great prizes, from match tickets to signed football jerseys.

Giovanni Trapattoni, Senior Irish International Manager, commented: 'Three's new football App makes it easier than ever before to keep up-to-date with exclusive news and developments from the Irish squad while on the go, it's a must-have for all fans.'

Commenting on the launch, Elaine Carey, Sales and Marketing Director at Three, said: 'We are delighted to announce the launch of the official FAI app reinforcing our role as Irish football's biggest fan and the number one network choice for all supporters. We hope football fans will download the app for the latest news on the boys in green and avail of exclusive content and competitions. Three's football initiatives are available through the new app, including the club affinity deal, which offers FAI-affiliated clubs the chance of earning commission when their members switch to 3 - the more fans that switch, the more money the club earns. This great offer is open to all club members, supporters, friends and family who switch to 3.'

Commenting on the launch of the new app, Shane O'Brien, Services and Software Manager for Nokia Ireland, said: 'Nokia is delighted to partner with the FAI and Three to bring

football fans all the latest information direct to their handset. This app means that fans now have unique access to our national team, allowing them to keep abreast of key developments before, during and after the big games wherever they are.”

Three has launched a number of ground-breaking initiatives in recent months including Irelands first ‘All you can eat’ data tariffs which allow customers to surf for free and avoid bill shock of monthly bills and the “Dare to dream” affinity scheme which offers FAI-affiliated clubs the chance of earning cash when their members switch to 3, the more people that switch, the more money the club earns.

Download The Irish Football app to your handset from Nokia’s application store, <http://store.ovi.com/content/127580>

– ENDS –

For further information from Three, please contact:

Darragh Rea



01 498 03 88 / 086 898 10 62

drea@mcsquared.ie

Amanda Farrell



01 498 03 88 / 086 390 2314

afarrell@mcsquared.ie

For further information from Nokia, please contact:

Mary Crawford

Elevate PR, 46 Fitzwilliam Square, Dublin 2

mary@elevate.ie

Tel. (01) 662 5652

Fax (01) 662 5654

Emma Kelly

emma@elevate.ie

For further information from the FAI, please contact:

Peter Sherrard

Communications Director

Football Association of Ireland

086 048 5812

About 3

www.3football.ie

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About Three

Launched in 2005, Three is Ireland's fastest growing mobile provider and operates one of Ireland's largest high speed networks. Switching to Three is made easy by allowing customers to keep their mobile number.

Three offers a wide range of price plans to suit everyone's budget:-

3Pay - Free credit for life when you top up by €20!

Buy a prepay phone from Three today, simply top-up by €20 or more per month and get:

- *Unlimited anytime any network texts,*
- *Unlimited any network weekend minutes*
- *Unlimited anytime mobile surfing.*

In addition to your free talk & text with Three you also get the latest 3G handset for a great price, Internet on every mobile, with access to social networking sites such as Bebo, Facebook and Twitter. And what's more, you'll also get free Windows Live Messenger.

Flexifix – Ireland's first price plan to combine the flexibility of pre-pay with the benefits of pay monthly. With a monthly cost of €45 customers receive 400 minutes talk plus unlimited minutes Three to Three talk time and unlimited free texts to any network. Or Flexifix 25 means you can

cap your bill at €25 per month and customers receive unlimited free texts messages to any network any time plus 200 anytime, any network minutes plus unlimited minutes Three to Three talk time. Or what about Flexifix 15 means you can cap your bill at €15 per month and customers receive unlimited free texts messages to any network any time plus 60 anytime, any network minutes plus unlimited minutes Three to Three talk time. Top-up option available if you need more.

Pay Monthly – Our plans come with Flexi-units and you can use them on talk, text and surf anyway you like! Three's Bill Pay plans offer the best value around! And you can choose from a wide range of plans, stuffed full of innovative features and add-ons. Sign up now and get €50 when you sign up to Classic Flex Max and €75 when you sign up to Super Flex Max and €100 Mega Flex Max or Ultimate Flex Max. The credit will be applied to the customer's second bill automatically.

Three has opened 40 of its own retail stores in Ireland, called 3Stores. 100% owned by Hutchison Whampoa, a leading international corporation, Three is Europe's leading 3G operator. Three holds 3G licences in Ireland, Australia, Austria, Denmark, Hong Kong, Italy, Macau, Sweden and the UK

About Nokia

Nokia continues to combine advanced technology with personalized services that enable people to stay close to what matters to them. Every day, more than 1.3 billion people connect to one another with a Nokia device - from mobile phones to advanced smartphones and high-performance mobile computers. Today, Nokia is integrating its devices with innovative services through Ovi (www.ovi.com), including music, maps, apps, email and more. Nokia's NAVTEQ is a leader in comprehensive digital mapping and navigation services, while Nokia Siemens Networks provides equipment, services and solutions for communications networks globally.