

Bread, milk, Web access

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~ 20:20 deal brings new pre-pay Internet cards to tens of thousands of stores nationally ~

For the first time, various multiple retail chains including Londis will be able to offer customers Internet access alongside their groceries.

20:20 Solutions has just announced it will be supporting the distribution of Myinternetpass cards to its network of tens of thousands of stores nationwide.

The UK's leading distributor of mobile phones and vouchers now supplies the Myinternetpass pre-paid Internet access card, which works like a pre-paid phone card and costs £10.

It offers two options for surfing the net: 30 days of unmetered access for heavy users, or 2000 minutes for lighter users, valid over a 3 month period. At 1/2p per minute, the 2000 minute card is at least half as expensive as the UK's top six ISPs' pay-as-you-go rates.

"The card will be a great hit with stores and their customers," said Dave Allen, Sales Manager at 20:20 Solutions. "Stores will make higher margins than they do on mobile vouchers and they can also meet the needs of the 45% of customers who have Web access, with a reliable and proven service."

Phillip Glyn at Myinternetpass said: "Myinternetpass is a new, inexpensive, and simple way to get connected. Its availability at convenience stores nationwide means it's much more accessible for both existing and new Internet users. All they do is buy a card and type the username, password and freephone access number into their home computer's built-in Internet connection software, press connect and start surfing until their time expires."

(251 words)

About Myinternetpass

The Myinternetpass pre-paid card is independently accredited as the UK's best-value Internet access*. They are available to buy from retailers nationwide, including selected Londis and Balfour Convenience Stores or as a virtual card, from www.myinternetpass.com.

Myinternetpass cards cost £10. They offer two options for surfing the net: 30 days of unmetered access for heavy users, or 2000 minutes for lighter users, valid over a 3 month period. Each card is supplied with a unique username, password and freephone access number which is inputted into any home computer's built-in Internet connection software.

Other benefits of the cards include: No contract, or cancellation period; No additional call charges on phone bills, or other hidden costs; No software to load; The flexibility to change between tariffs; Portability - a user can enter details onto any PC in the UK; Multiple cards can be used on a single computer in shared accommodation and no credit history or personal information is required.

*Myinternetpass offers 24/7 pre-paid Internet access at 0.5p/minute, which is at least half as expensive

as the UK's six largest ISPs' pay-as-you-go rates and the best value access overall. Its unmetered access is also less expensive than the rates charged by these ISPs, which control 81% of the market. Myinternetpass is the single best value ISP according to the UK households' average Internet usage figures described in the Ofcom report. Independent money saving expert and broadcaster Martin Lewis also rates Myinternetpass as the best value Internet access option for 5½ – 23 hours usage per month, with the 2000 minute card option (www.moneysavingexpert.com, This Morning and The Sunday Express)

If you would like photography, or any further information, please don't hesitate to contact Faye Bosworth or Nik Pollinger at Wide PR:

Faye Bosworth / Nik Pollinger

T: +44 (0)870 366 9998 / +44 (0)870 010 9998

E: faye@widepr.co.uk / nik@widepr.co.uk