

Virgin Mobile is voted the UK's Best Network

Submitted by: Big-mouths PR

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Virgin Mobile is voted the UK's Best Network
in What Mobile Reader Awards 2004/2005

- Virgin Mobile wins 'Best Network' Award
- Busta Rhymes beats David Beckham to 'Best Celebrity Gadget' award

10.01.05: Virgin Mobile has beaten off stiff competition to scoop two awards in the What Mobile Readers Awards 2004/2005, as voted by readers of the biggest consumer reader-led awards in the mobile phone industry.

Virgin Mobile won the highly coveted 'Best Network' award with "more five out of five ratings than any other network". Readers of the magazine awarded Virgin Mobile the gong for factors including its BITES entertainment portal, no-commitment deals, competitive roaming rates and its customer service.

The second award honoured US hip hop superstar Busta Rhymes who won 'Best Gadget Celebrity' for Virgin Mobile. Busta was the star of the award-winning 'The Devil Makes Work for Idle Thumbs' advertising campaign, and beat tough competition from Anna Friel for 3 and a certain David Beckham, who appeared for Vodafone! The £4 million campaign saw Busta's idle thumbs landing himself in some sticky situations, such as accidentally flushing himself halfway down an aircraft toilet by idly pressing buttons.

The double win comes after a great year for Virgin Mobile, which included the launch of several new products and services to its customers. The introduction of BITES, a cutting edge, fun and cheeky entertainment service on the phone, has eliminated boredom for Virgin Mobile's customers. The recent launch of Virgin Mobile Bundles gives customers great value cross-network calls and text packages, what's more the unused minutes and texts can be carried over to the next month. Competitive roaming charges also contributed to customers giving Virgin Mobile top marks for satisfaction.

Steven Day, corporate affairs director of Virgin Mobile, said: "2004 has been a fantastic year for Virgin Mobile and these awards really are the icing on the cake. The Best Network award is hugely pleasing because it was achieved through Virgin Mobile customers enjoying our service enough to cast their vote. And of course, who wouldn't want to score a win over David Beckham! Thank you very much to everyone who voted, and to our staff for giving our customers such award-winning service."

The awards are voted for by the readers of What Mobile over a period of three months covering the best products and services in fifteen categories. The results of the reader awards are published in the February issue of What Mobile magazine.

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About Virgin Mobile:

Virgin Mobile Holdings (UK) plc, the UK's largest mobile virtual network operator, is majority owned by Sir Richard Branson's Virgin Group and uses T-Mobile's network. Since its launch in November 1999, Virgin Mobile has attracted more than 4.6 million customers.

In the UK, Virgin Mobile phones are available direct on 08456000 600; on the web at www.virginmobile.com or on the High Street at approximately 5,000 outlets including Virgin Mobile Specialist Stores, Virgin Megastores, Sainsbury, Tesco, Safeway, Asda, John Lewis, Littlewoods, Argos, The Link, Dixons, Carphone Warehouse, Curry's, Comet, Phones 4 U, TOMO, Woolworths, Toys R Us and Rymans.

Virgin Mobile employs approximately 1,400 staff at three sites, Trowbridge, London and Daventry, and has an outsourced customer service centre operated by approximately 200 staff in Middlesbrough. It has been voted one of the top 50 places to work in Britain for two years running in an annual Financial Times survey.

Virgin Mobile's customers are considered the most satisfied in the pre-pay sector according to a recent UK survey by market researchers JD Power and Associates.