

# Virgin Mobile launches exclusive youth brand of mobile phones.

Submitted by: Big-mouths PR

Thursday, 2 June 2005

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Photography available

Virgin Mobile launches exclusive Lobster brand  
New "own-brand" range to target 16-30 year olds

02.06.05: Virgin Mobile today unveiled an exclusive brand of mobile phones aimed at 16-30 year olds, under the brand name, "Lobster". The debut phone in the range, the compact and stylish Lobster 485 will be one of the smallest flip handsets available in Europe boasting an impressive 262k colour screen and a high quality integrated VGA camera for just £89.99.

Customers wanting to be one of the first to get their hands on the unique Lobster brand will be able to buy the Lobster 485 from early June direct from [www.virginmobile.com/mobile](http://www.virginmobile.com/mobile) or by calling 0845 6024418 and will receive £10 inclusive airtime. Alternatively the phone will be widely available from Virgin Mobile stockists across the UK. Customers quick off the mark will also be able to take advantage of a number of promotions on offer across many retailers giving even better value for money.

Lobster 485 Specification:

The Lobster 485, in brushed steel effect with black trim, comes with £5 airtime, battery and charger and boasts:

- o Built-in VGA camera
- o Dimensions: 75 x 38 x 21.5mm Weight: 68g
- o Handsfree headset included
- o Internal screen - 262k colours; 128x160 pixels
- o Photo phone book
- o External screen – 65k colours
- o Enhanced WAP (GPRS)
- o Polyphonic ringtones
- o Picture messaging (MMS)
- o Calendar, calculator & clock alarm
- o Downloadable games

A number of further stylish Lobster-branded phones will be launched throughout 2005 and beyond offering desirable new products and technology at breakthrough prices. All Lobster phones will feature a Virgin-branded red shortcut key, giving fast access to Virgin Mobile's entertainment content service, BITES.

Graeme Hutchinson, sales and marketing director at Virgin Mobile, said: "They're sexy, they're sublime, and they're affordable. We've planned to offer our own brand of mobile phone for some time and the Lobster range will offer our customers the chance to stand out in a crowd, with unique handsets stacked

with the latest technology that won't break the bank.”

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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 5.3 million customers.

In the UK, Virgin Mobile phones are available direct on 0845 6000 600; on the web at [www.virginmobile.com](http://www.virginmobile.com) or on the high street at approximately 5,000 outlets including Virgin Mobile Stores within Virgin Megastores, The Carphone Warehouse, The Link, Dixons, Phones 4 U, Curry's, Comet, Tesco, Asda, John Lewis, Argos, TOMO, Woolworths, Toys R Us and Ryman plus hundreds of independents mobile phones dealers and available via Shop Direct, Littlewoods, Grattan and Empire home shopping channels.

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. Virgin Mobile's customers were found to be the most-satisfied mobile consumers in the pre-pay sector for two years running in 2005 and 2004, according to the surveys by J.D. Power and Associates. Virgin Mobile is also featured in 'The Sunday Times 100 Best Companies to Work For' list 2005 and is part of the FTSE4Good Index.