

BT and Heineken partner to offer Wi-Fi to London pubs

Submitted by: pr-sending-enterprises

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Drinkers at nearly 100 London pubs and bars are to get fast Wi-Fi, following a new BT and Heineken partnership with plans to extend the wireless internet service to a further 200 pubs across the UK by the end of 2012.

Through Wi-Fi (<http://business.bt.com/broadband-and-internet/internet-access/wi-fi-for-business/>), customers can access a special area of the internet, the Heineken Hub, for which the UK's newest newspaper, i, the quality daily and sister paper to The Independent, is supplying exclusive content.

Customers can get online quickly with any wireless PC, tablet or mobile phone at any of the Wi-Fi hotspots (<http://business.bt.com/broadband-and-internet/internet-access/openzone/>) and will also receive exclusive, location-specific content including the best stories from news, views, features, business, culture and sports. It is the first time this content has been available online and it will be updated daily.

The pubs boost BT's hotspot numbers to more than three million - the largest network in the UK. More than 200,000 sites have been added in the last three months.

Rick Lawrence, Marketing Manager at Heineken UK said: "The partnership with BT reinforces the brand's reputation as a leading player in the development of technology. The Wi-Fi initiative will provide excellent exposure for Heineken among its key target audience and build greater affinity between the brand and its consumers."

Chris Bruce, CEO, BT Openzone, said: "Using Wi-Fi to deliver free and exclusive content, Heineken is engaging and exciting pub goers and will undoubtedly increase business. It's an exciting time to be involved in hospitality marketing."

Wi-Fi access is completely free to over five million BT Broadband customers, plus users of iPads, iPhones, iTouch, Android, Samsung and Blackberry devices and smartphones through other BT partnership agreements.

In further developments to the UK's largest Wi-Fi network, BT has also added Wi-Fi access at John Lennon Liverpool, Robin Hood Doncaster Sheffield and Teesside regional airports.

BT Wi-Fi is also available at 13 Shepherd Neame hotels in Kent, Starbucks, major hotel chains including Thistle, Guoman and Ramada Jarvis, Welcome Break and Roadchef Costa motorway service areas, Network Rail stations, airports and thousands of homes and independent businesses.

BT also extended its relationship with Hilton in June to provide a fully managed suite of Wi-Fi internet services to more than 17,000 bedrooms, public areas and meeting and conference spaces in the UK and the Republic of Ireland.

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PR Contact:

Laura Mottram
Head of PR
2 Tenter Street
Sheffield
S1 4BT
0870 705 8055
business.bt.com