

Advanced Mobile Communications is named as a business-to-business EE dealer

Submitted by: Advanced Computer Software Group Limited

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15 November 2012 – Advanced Mobile Communications, the mobile arm of Advanced Computer Software Group plc (Advanced), today announces that it has been selected as a business-to-business (B2B) dealer of EE – the UK’s advanced communications brand that is the first to offer superfast 4G in the UK.

The 4GEE mobile plan by EE has just launched to eleven cities on 30 October 2012 and will extend to 16 cities by the end of the year.

Advanced, in partnership with Daisy Distribution, was selected by EE to be one of its B2B dealers due to the company’s consistent high volume mobile connections and B2B expertise.

As an EE dealer, Advanced will play an intrinsic role in the UK launch of 4G by providing businesses in the first 16 cities (and then further afield when 4G is rolled-out in 2013) with access to the new 4G tariffs.

Organisations with high speed data requirements, especially those with workforces that are currently struggling to access large files remotely, will particularly benefit from moving to 4G – a superfast mobile network which is typically five times faster than 3G speeds. By providing faster and more reliable mobile data services, 4G improves both efficiency and productivity and effectively supports a truly mobile workforce.

Chris Griffin, Sales Director from Advanced Mobile Communications, says, “To be at the forefront of the UK roll-out of 4G is an exciting time for Advanced. Our business has grown dramatically since we first launched to market in 2011 and this latest announcement is another key stage in our development.”

Griffin adds, “As one of just a select number of EE B2B dealers, we anticipate a surge in businesses approaching us about 4G tariffs. Within the next 12 months, we are expecting to dramatically increase number of mobile users, in part due to our new 4G offering.”

-ENDS-

About Advanced Mobile Communications www.advancedcomputersoftware.com/amc

Advanced Mobile Communications is a business mobile ([http:// www.advancedcomputersoftware.com/amc](http://www.advancedcomputersoftware.com/amc)) and landline solutions specialist, working to ensure organisations’ mobile and landline business needs are met. Uniquely, Advanced can also offer mobile workforce rostering solutions, enabling staff to communicate seamlessly when out of the office.

Advanced can provide a fully bespoke airtime package on a range of phones that can offer significant savings on an organisation’s current corporate mobile phone expenditure. Packages can be tailored depending on the size and type of the business.

Advanced Mobile Communications is an Advanced Computer Software Group plc company.

About EE <http://ee.co.uk>

EE is the most advanced digital communications company in Britain, providing mobile and fixed line services to 27 million customers, and will become the first company in the UK to provide 4G mobile services alongside fixed-line fibre.

EE is the company that runs the Orange and T-Mobile brands in the UK, and is launching its new superfast 4G brand – EE on 30th October 2012.

EE is the first brand in the country to offer a mobile 4G LTE service, the pioneering new technology that offers superfast mobile internet at speeds typically five times faster than 3G speeds today.

EE will launch 4G in eleven cities on the 30th October* and will cover 16 cities – a third of the UK population – by the end of the year.** Customers on the EE brand will also have access to the biggest and best 3G network in the UK. Further towns, cities and rural areas, will follow rapidly with coverage to reach 98% by 2014.

EE's 4G services will be available on a number of exciting handsets including the iPhone 5, Samsung Galaxy SIII LTE, Nokia Lumia 920, Nokia Lumia 820, HTC One XL and the Huawei Ascend P1 LTE.

* The initial eleven launch cities include Birmingham, Leeds, Bristol, Liverpool, Cardiff, London, Edinburgh, Manchester, Glasgow, Sheffield and Southampton.

** Belfast, Derby, Hull, Nottingham and Newcastle will receive 4G by the end of 2012.

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