

Tesco Mobile Gets People Talking With Unlimited Mobile Deal



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Tesco Mobile has unveiled a brand new credit crunch-beating unlimited tariff, allowing people to talk and text as much as they want without worrying about their monthly phone bills.



The [SIM only](#), pay monthly deal gives people unlimited minutes, texts and browsing for just £30 a month. With everyone watching their wallets, people need not worry about going over their free minutes and getting a large, unexpected bill at the end of the month.

Research from Tesco Mobile showed that in the current financial climate, worry over the cost of monthly phone bills has led to people spending less time on the phone to friends and relatives.

59% of Brits said they would spend more time on their [mobiles](#) if they had unlimited minutes and over half of all respondents (52%) claimed they had friends or relatives who cut short phone calls to keep costs down. Nearly half admitted doing this themselves (49%) despite it being voted one of the most annoying breaches of 'mobile phone etiquette'.

With over 85% of the population now owning a mobile phone, mobile use has developed its own 'rules' for behaviour. Asked to name the most unacceptable and annoying mobile phone habits, the majority of people surveyed cited habits such as calling someone and then hanging up so they

have to return the call, texting people to ask them to call back and not picking up voicemails to save money as the most irritating.

Lance Batchelor, Chief Executive Officer of Tesco Mobile and Tesco Telecoms said: "Ours is the only pay monthly deal that gives consumers truly unlimited calling and texting. You don't have to choose if you're a chatterbox or a texter, you can use your mobile as much as you want without having to worry about the cost.

"We believe that this will change the way people use their [mobile phones](#). The new tariff aims to give people a simple, guaranteed way to have unlimited calls, texts and browsing. It takes away the concern and uncertainty about your monthly bill as it's fixed at £30, meaning you can talk, text and browse freely, and avoid the annoying habits revealed by our research."

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Notes to editors
- Unlimited tariff is subject to a fair use limit of £500
- Research undertaken by YouGov for Tesco Mobile, July 2009

About

Tesco

Mobile:

Tesco Mobile is a 50-50 joint venture between Tesco and O2. The company sells exclusively Tesco Mobile branded services in Tesco stores, online and through Tesco Direct, across the UK using O2's technology and network. The service gives Tesco Mobile customers value, simplicity and choice, offering them simple, great value tariffs with rewards such as free credit, [free sim cards](#) and Clubcard points. Tesco Mobile has been voted as the number one mobile network for customer satisfaction by Which Magazine (May '09).

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