

## Introducing a new member of the T-Mobile Booster Family

T-Mobile launches Family Booster enabling families to talk and text for less

### Key features:

- T-Mobile Family Booster – a new option which gives up to five family members unlimited calls, texts and picture messages to each other
- One person in the group pays £5 a month on top of their monthly T-Mobile price plan
- Family Booster is the best value family offer on the market

**London, UK 1 July 2009:** You can now talk to your family more for less, as T-Mobile launches **Family Booster**, a new option which gives up to five family members unlimited calls, texts and picture messages to each other, in the best value deal on the market. One person in the group pays £5 a month on top of their monthly T-Mobile plan, and the rest of the family can share the ins and outs of family life with the other group members without worrying about the cost.

T-Mobile's Family Booster can be adapted to suit individual family needs, and the flexible, one month rolling contract means you don't have to sign up for long term commitment. Family members can be on any T-Mobile price plan or pay as you go option: the group organiser must be on Combi, Flexi or Solo deals. Easy to set-up and manage, you can change and add new relatives and friends each month. Family members can be part of up to two groups at a time.

Steve Mitchell, head of pay monthly at T-Mobile said: "We've brought out a number of family related price plans to give our customers more value. With Family Booster, you can be reassured that the people who matter to you most will always be able to reach you, for only £5 extra a month. So, whether it's your daughter ringing for a lift after school, your cousin wanting to know the answers to a pub quiz, or your dad sharing his latest joke, your family will always be able to stay in touch for free."

Mitchell concludes, "There is no other price plan on the market today which offers this level of value, making it easier and more affordable for families to stay in touch. We know that 85% of children are on pay as you go deals, so with Family Booster they can now call their parents for a lift or let them know they're okay even when they've run out of credit."

James Parker manager of mobiles at moneysupermarket.com said: "At only £5 'Family Booster' is a great value add-on providing unlimited calls, texts and picture messages for the customer and up to five family members also on the T-Mobile network. This is clearly the best mobile deal for families on the market."

The family's T-Mobile monthly allowance or pay as you go credit will never be used for calls, texts or MMS to those in the family group – freeing up more allowance and credit for calls and texts to friends, and reducing land line bills by using the mobile more.

**- Ends -**

#### **Notes to editors**

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#### **About T-Mobile UK**

T-Mobile is one of the world's largest mobile operators with more than 125 million customers worldwide and is the service provider of choice for 16.7 million customers in the UK. T-Mobile offers a range of innovative products and services, such as Solo, the SIM-only plan Combi, a traditional minutes and text package, and Flexi, the UK's first flexible tariff. T-Mobile continues to innovate with new devices such as the UK's first Android™-based smart phone, the T-Mobile G1, now with over 1,000 available applications. T-Mobile has pioneered the mobile internet, and operates an award-winning 3G network with speeds of up to 4.5Mbps. As a pioneer of deep network sharing in the UK, T-Mobile plans to deliver close to complete population coverage for 3G services in 2010.

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