

- For Immediate Release -

**NO PRICE-WAR BETWEEN NETWORKS AS VODAFONE
ANNOUNCES ITS IPHONE TARIFF**

London, 21st December 2009 – Vodafone, today, announced its pricing structure for the iPhone, which it will be selling in the New Year, but any hopes of a price war have been quelled, as the network giant announced similar pricing to its biggest rivals. Vodafone revealed back in September that it had agreed a deal with Apple to sell the iconic iPhone, after Apple ended its exclusivity deal with O2.

From 14th January 2010, Vodafone will be selling the iPhone 3G for £40 a month on an 18-month contract. The handset will be thrown in for free. This compares with Orange selling the 3G on a two-year contract for £30 a month, Tesco Mobile offering the 3G for £20 a month on a 12 month contract, and O2 offering a similar deal to Orange. Both O2 and Orange throw the handset in for free, while Tesco Mobile are charging £222 for the phone.

The pricing structure for the new 3GS will see Vodafone offering the 16GB version for the same monthly tariff as the 3G, but charging £89 for the handset. Orange throw in a free 3GS handset as part of a two-year, £45 a month contract, or an 18-month deal for £29.36, with the handset costing £184.50. Again O2 offers a similar deal to Orange.

What does this all mean for the consumer? Well, for those iPhone aficionados expecting a New Year bargain, the much-anticipated price-war has not materialised

Ernest Doku, of price comparison site, Omio.com, comments:-

"Consumers who were hoping that with four networks vying for a share of the iPhone market that a price war would ensue, are likely to be disappointed - particularly those who have been holding out for Vodafone's announcement in the hope of picking up a New Year bargain. Vodafone joining the iPhone party is great for consumer choice, but with almost identical offerings from the other big networks, there is little incentive for customers to stray from their current provider.

"Vodafone had the opportunity to make a few waves with their January launch, but it seems clear now that the networks are not keen to make price the differentiator, certainly not for the time being. What has emerged, is that the networks are battling on the fronts of quality of call reception and data usage limits, rather than the cheapest deals. It will be interesting to see if their stance changes in the New Year, when the feeling within the industry is that the real battle for market share will commence."

- Ends -

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About Omio.com

Omio is a mobile phone comparison and community site. Launched in November 2007, Omio uses an innovative interface to help users navigate the vast array of mobile phones and price plans available. Whether you're looking for a new phone or simply want to research what's available, Omio offer you the latest information.