



For immediate release: Tuesday 23rd August , 2011

BLACKBERRY TARGETS SOCIAL MEDIA FANS WITH NEW CURVE HANDSETS

BlackBerry manufacturer Research In Motion has unveiled three new Curve smartphone handsets, which will feature the new BlackBerry OS 7. Commenting on the news **Ernest Doku, technology expert at uSwitch.com**, says: "Revamps to the affordable Curve range of handsets are just what BlackBerry needs to reclaim lost ground in a crowded smartphone market.

"BlackBerry phones have made the transition from the boardroom to the classroom in recent years, with a younger generation of customers attracted to social features like the BlackBerry Messenger service. Integrating Foursquare, Twitter and Facebook into BBM sends a clear message that RIM are flying ahead of the pack when it comes to making social media more accessible.

"Geared for the future by packing the latest BlackBerry operating system and NFC technology makes for an alluring package for those who find price as important as cutting-edge features. If these phones are pitched at the right cost by the networks, BlackBerry could well have a strong line-up against Android and the iPhone this winter."

For more information visit www.uswitch.com or call 0800 093 0607

-Ends-

For further information please contact:

Katherine Cooper, uSwitch.com on 020 7802 2961 or katherinecooper@uswitch.com
Jack Izzard, Rhizome PR on 0207 8514757 or jack@rhizomepr.com

About Us:

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

uSwitch.com is dedicated to helping consumers save money whether they have internet access or not. It offers a dedicated call centre, manned by uSwitch customer service representatives, as well as a freepost 'Send us your bill' service, whereby customers can post their latest energy bills with their telephone number to FREEPOST USWITCH, to get a free call back from a dedicated customer services representative. The service is also available via fax, email and post. Consumers should fax 0203 214 8417, email CustomerServices@uswitch.com or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

uSwitch.com is owned by Forward Internet Group Limited, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.