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VIRGIN MEDIA TO DOUBLE SPEEDS FOR ITS FOUR MILLION BROADBAND CUSTOMERS

Following the news that Virgin Media is to double the speeds of its four million internet customers, **Ernest Doku, technology expert at uSwitch.com**, commented: "Today's pledge is a real breakthrough for the UK's broadband infrastructure, and a decisive step towards the country having a service that can compete with the best in Europe. With the increasing prevalence of bandwidth-heavy services such as catch-up TV and internet ready devices including smartphones and tablets becoming commonplace, faster broadband speeds are becoming essential.

"However, it's worth bearing in mind that Virgin still only has roughly 20% of the UK broadband market, and without similar investment across the board there is a danger that a two tier broadband market will develop. We only hope that rural areas that have not yet seen fibre optic broadband installed are not forgotten in the bigger picture, and will see similar levels of investment and development, in order to prevent the gap between themselves and urban areas becoming even greater."

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

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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.

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