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NEW PAC CODE RULES PASS POWER BACK TO THE PEOPLE

- **Ofcom rules enable consumers to transfer phone number to new mobile network in half the time**

New rules come into force today requiring mobile networks to issue consumers with a PAC – the code required to keep their phone number when they switch network – either immediately over the phone or within two hours by text message. This will enable consumers to transfer their mobile number to a new provider in just one working day rather than the current two days.

Ernest Doku, technology expert at uSwitch.com, comments: “Ofcom’s decision places the power back into consumers’ hands, putting them in a much stronger position to move networks and save money on their mobile. This move is long overdue and finally puts the UK on a level playing field with the rest of Europe.

“The process of keeping your phone number when you switch networks has been extremely cumbersome until now and has been a major barrier to switching. In fact over 18 million have never switched mobile phone network with many concerned about losing their phone number^[1].

“Mobile numbers are as important as home addresses these days. Anyone who has lost their phone will know what a hassle it is to contact everyone you know with your new number – so of course people want to keep their number when they switch.

“At a time when household finances are stretched to the limit, it’s more important than ever for consumers to make sure that they are getting the best deal – be it on food, fuel or their phone bills. From today it should be far simpler to pick an attractive deal and switch to it without the dread of having to communicate a new number to all your friends and family.”

Key findings from uSwitch.com^[1]:

- 11 million Brits (24%) switch mobile network every year

- Over 18 million (40%) have never switched, missing out on potential savings of £1.5 billion a year
- 6 out of 10 mobile phone switchers (57%) keep their existing phone number when they move to a new network
- 2 million wrongly believe that they will lose their phone number if they switch network
- 13 million mobile users would be more likely to switch regularly if it was easier to keep their phone number.

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

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Notes to Editors

1. Results based on online research carried out by uSwitch.com in February 2010. Sample size 2,335 UK adults. All calculations carried out by uSwitch.com.

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The service is also available via fax and post. Consumers should fax 020 7233 5933 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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