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THREE EXTENDS ALL-YOU-CAN-EAT DATA OFFERING TO EVERY CUSTOMER

Following the announcement by Three that it is extending its all-you-can-eat data offering to every customer from 7th October, **Ernest Doku, technology expert at uSwitch.com, commented:** "This is a bold, but clever move by Three - and further evidence of the speed at which the smartphone market is evolving.

"Unlimited data for less than the price of a posh sandwich would have seemed unthinkable just a few months ago. Contract mobile customers all know that niggling feeling - that if you've used up your monthly data allowance, just loading one more webpage or checking one more email could land you with a surprisingly high bill.

"But Three has spotted that for many people shopping for a new mobile deal, data has overtaken minutes and texts to become top of their wish-list. By bringing the price of mobile internet down so dramatically, Three aims to give price-savvy shoppers a genuine choice between pay-as-you-go and monthly contracts."

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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