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## **Spring offers for business travellers in 15 countries**

### **United Mobile's new data SIM card for notebooks and mobile phones offers network freedom and a savings of 80%**

United Mobile, the international Swiss mobile communications provider known primarily for its reasonably priced international mobile calling services, is expanding its range of services to include an interesting new offer – a data roaming product. With this product, travellers can work without having to connect to a public WLAN network. The new product should be available on the market in April.

The product was specifically made with business travellers in mind – travellers requiring mobile access to the Internet while sitting in an airport lounge, a café after a business meeting, or in a train while on the way home. The card can be used in both notebooks and mobile phones.

"Internet usage is increasingly heading in the mobile direction. In this way, our data product corresponds to the strong need of travellers to be able to check, for example, their email even while on the go, without having to connect to other networks – and this at reasonable prices. What is more, our customers always have complete cost control using the prepaid method," states United Mobile CEO Charles Fränkl as he explains the advantages of the new offer for business travellers.

According to a report by the European Union, costs for 1 MB of data within the EU last summer totalled an average of € 5,24. This is where United Mobile takes the offensive: Its international price of € 0,99/MB is a big hit for customers and is 80% cheaper in comparison to the average price in Europe.

The service is currently available in over 15 countries (mainly in Europe), including Austria, Germany, Switzerland, Italy, Spain, Great Britain, Portugal, Denmark, Sweden, Finland, Hungary, Croatia, Bulgaria, Serbia / Montenegro and Slovenia. "We have set ambitious goals for ourselves. By the end of the year, we would like our new product to be available in 30 countries," says CEO Charles Fränkl.

The data SIM card can be purchased online on the United Mobile homepage ([www.united-mobile.com](http://www.united-mobile.com)). During the first three months of the offer customers got 30% credit on the regular sales price of € 29.90 including a € 10 initial call credit. Sales begin in April.

“United Mobile Data is just the first step. In the future, we will be able to offer the appropriate hardware for using the service in laptops as well – and, of course, at an extremely attractive price,” promises Fränkl.

#### **About United Mobile**

United Mobile offers to customers mobile calls worldwide at a reasonable price (starting at 29 ct per minute) and using data. Incoming calls are free in around 80 countries, including EU countries, Tunisia, South Africa, Australia and the United Arab Emirates – countries where one would otherwise quickly end up paying two to three euros per minute. With its international focus and worldwide network coverage, United Mobile is among the top international companies in the mobile communications industry. For more information on the company, please visit [www.united-mobile.com](http://www.united-mobile.com).

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