

News release

3 strengthens retail team with two senior appointments: *David Bickett appointed Director of Retail Business Development Ian Parpworth appointed Director of Retail*

19 March 2007

3, the mobile media company, today announces the appointment of two senior retailers to manage 3's retail operation in the UK.

David Bickett, Director of Retail Business Development

David Bickett joins 3 in the new role of Director of Retail Business Development. Bickett will report to Marc Allera, Sales Director and will manage the development and delivery of the retail proposition. His responsibilities will include store design, merchandising, the sales process, in-store customer experience and location strategy. David will have responsibility for the performance of 3 retail.

He joins from 3 Australia, where he was General Manager for Consumer Sales, building 3's successful sales channel. David has worked for 3 Australia since 2001, prior to 3 he was at Telstra, where he was responsible for establishing the Company's license and company owned stores. Bickett has over 20 years of retail experience, including several senior Retail Management and Distribution positions at Kodak and Eastman Kodak in Australia, Singapore and Japan.

Ian Parpworth, Director of Retail

Ian Parpworth joins 3 in the new role of Director of Retail. Parpworth will report to David Bickett, 3's new Director of Retail Business Development. As Director of Retail, Parpworth will be responsible for sales, operational performance and growing 3's direct retail presence throughout the UK.

Parpworth has over fifteen years retailing experience and joins 3 from Dixons Stores Group International, where he was Operations Director for The Link. At The Link Parpworth was responsible for the day-to-day operation of its 294 stores and as a member of the Executive Board helped shape strategic direction for the company. Prior to this role he was the Operations Manager for PC World.

Marc Allera, Sales Director, 3 UK, said:

"I'm very excited that David and Ian have agreed to join the team, they are both very experienced retailers who thoroughly understand retailing and how you delivery a complete retail experience for the customer. We have a unique opportunity to build and develop a distinctive retail operation focused on attracting and looking after our customers. We are already the leading retailer of mobile communications, entertainment and information services in the UK. With today's announcement we are confirming our aim to be the best mobile retailer in the market."

3 now has over 145 standalone 3 Stores across the UK as well as 130 Superdrug 3Concessions, employing more than 1,600 people in total. In October last year 3 announced it had acquired a portfolio of 95 prime-location retail stores in shopping centres and high street locations across the UK, 73 of these locations were Link stores.

- Ends -

About 3

3 is a mobile media company delivering a convergence of communications, entertainment and information to customers on the move.

The three areas that form the core of its business are:

- **Communications** – including all forms of personal communications; voice and video calling; text, picture and video messaging; and mobile blogging
- **Entertainment** – including television; music audio and video, computer games, and media publishing
- **Information services** – including wireless web, access to the best of the internet and a range of news services

3 UK is a member of the HWL group of 3G companies, which include 3G operations in Australia, Austria, Denmark, Hong Kong, Ireland, Israel, Italy, and Sweden.

Three facts about 3:

- 3, a mobile media company, launched the UK's first 3G network
- 3 has over 3.75 million customers in the UK and over 13.5 million worldwide (August 2006 figures)
- The 3 network offers national coverage for calls and texts, and over 90% population coverage for 3G services.

David Bickett career history:

2001–2007	3 Australia	General Manager Consumer Sales
1998–2001	Telstra	National General Manager Telstra Retail
1998–1998	Kodak Australasia	General Manager, Image Output and Digitisation
1995–1997	Eastman Kodak Japan	Regional Product Business Manager & Director Retail Marketing
1994–1995	Eastman Kodak Singapore	Regional Product Business Manager, Image Utilisation and Retail Markets, Asia Pacific
1987–1993	Kodak Australasia	National Manager, Onsite Retail Programs, Consumer Imaging

David is married, with two daughters.

Ian Parpworth career history:

2004 - 2007	The Link	Operations Director
1999 - 2004	PC World	Final role was Operations Manager
1998 – 1999	The Link	Area Manager
1992 – 1998	DSGroup	Various store manager roles

Ian is married, with one child.