

3 increases lead in 3G coverage in the UK
3 hits 90% population coverage for mobile media services
3 and Ericsson celebrate one year of managed services partnership

5 February 2007

3, the mobile media company, announced today that it now has 90% population coverage for its 3G services in the UK. 3 launched in the UK on 03/03/03 and has the best coverage for mobile entertainment and information services in the UK.

Working in partnership with Ericsson under their managed services agreement, 3 has undertaken one of the fastest network rollouts in European telecoms history. 3 and Ericsson have now integrated over 7,250 radio sites into the network ensuring that all the major towns and cities in the UK have 3G coverage.

Hitting 90% population coverage for 3G is another significant milestone in the successful managed services partnership announced in December 2005 between 3 and Ericsson in the UK. Under the agreement 3 retains ownership of the network and IT assets, as well as responsibility for the strategic direction of the network and IT infrastructure; Ericsson is responsible for the management, operation and performance of that network and IT infrastructure.

The X-Series from 3, launched in the UK in December 2006, marks the beginning of the internet via mobile broadband extending several of the core applications and uses of broadband internet to the mobile handset. 3's marketing team was supported by Ericsson who provided consultancy, development and systems integration behind the X-Series. 3 and Ericsson are enabling HSDPA across the network. HSDPA delivers much higher data speeds and enables the new mobile broadband services.

David Cooper, CTO, 3 UK said,

"We have the best network coverage in the UK. This means more people in the UK can access our high-speed mobile media and entertainment services than with any other network. Today is also an opportunity to celebrate the completion of our first year working in partnership with Ericsson. When we announced our managed services partnership at the end of 2005 we were the first network to take this innovative step. Over the last year we've proved a managed services partnership on that scale not only works, but delivers the best service both for 3 and our customers."

Bradley Mead, Managing Director, Ericsson Services Limited, said,

"The network roll-out is an important achievement in our relationship with 3 that I'm very proud of. Working together, the integration of 7,250 sites has been achieved with great cooperation; once again demonstrating Ericsson's leadership position in Managed Services."

In May 2006 3 announced it had entered into a new national roaming agreement in the UK. The 3 network provides coverage for voice, text and 3G mobile media services to 90% of the UK population and with the national roaming agreement, which has 99% coverage for voice and text services, 3 ensures customers enjoy national coverage for calls and texts.

- End -

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.

For further information, please visit: www.three.co.uk or call the 3 Media Office on 020 7350 5696.

About Ericsson

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Read more at <http://www.ericsson.com>

Edward Brewster

Head of Corporate Communications, 3 UK

Direct line: (+44) 020 7350 5695

Video mobile: (+44) 07782 329 318

<http://www.three.co.uk>