

Press release

18th November 2004

AccessPlus wins Virgin Mobile contract

AccessPlus, the UK-based provider of technology-led print procurement solutions, has announced it has signed a print management contract with Virgin Mobile. This deal follows hard on the heels of its recent deal with Virgin Retail. The three year contract will cover the print management of all Point-of-Sale (POS) print for Virgin Mobile.

Says CEO Jason Cromack: "We are very pleased to have won this contract, and for it to come so soon after the Virgin Retail win is fantastic. Virgin is one of the world's most recognised brands, with a reputation for excellence and a unique culture across its diverse range of businesses. Virgin Mobile has a compelling brand and we are looking forward to working with them to maintain and exceed their award-winning standards of customer communications and branding.

"The Virgin Mobile win is the latest in a series of high-profile contract wins this year, and once again provides proof that the commercial strategies implemented following the acquisition of AccessPlus in late 2003 were correct. Winning this contract has involved a real team effort throughout the entire process and we are all excited about the challenges and opportunities that it presents."

Virgin Mobile's Michael Ashton, head of procurement, said: "Virgin Mobile prides itself on striving to consistently deliver the best to its consumers, through a philosophy of continual improvement, innovation and cost efficiency. In order to achieve this we look to suppliers who share similar commercial and cultural values to our brand.

"Following the extensive tender process, AccessPlus was appointed primarily because of the Group's strong IT systems. Via the Group's Collaborative Workflow System, AccessPlus can provide leading edge technology that will aid the streamlining of our print management processes, and provide complete transparency in the process. Moving forward this will put Virgin Mobile in a better position to respond faster to the dynamic POS markets they serve."

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Virgin Mobile

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About Virgin Mobile:

Virgin Mobile Holdings (UK) plc, the UK's largest mobile virtual network operator, is majority owned by Sir Richard Branson's Virgin Group and uses T-Mobile's network. Since its launch in November 1999, Virgin Mobile has attracted more than 4.2 million customers.