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ULTRAFast 4G DATA SHARING NOW AVAILABLE FOR ALL BUSINESSES

- Flexibly share and make the most of your employees' UK data, across both 3G and 4G plans
- Lets employees make the best use of their time wherever they are
- Single monthly bill streamlines processes, saves administration time and contributes to predictability of business costs

Vodafone UK has announced the availability of Vodafone Red Sharer, a business plan that ensures organisations of all sizes can benefit from sharing data across employees through a single data pool. It means businesses large and small can now stay connected more efficiently by giving those employees who regularly go over their data allowance access to data that regularly goes unused by colleagues.

The plan, which also includes unlimited UK calls and texts, builds on the same principles of Vodafone's Red Business 4G unveiled last month, designed with smaller businesses in mind that generally want to share a set data allowance between one to four users and up to 8 devices. Vodafone Red Sharer, whether employees are using 3G, 4G, tablets or mobile broadband plans, opens the way for businesses to share out their pooled UK data allowances, scalable to the largest of organisations. What lies at the heart of both these plans, is helping businesses to stay in control of monthly spends by ensuring they can take full advantage of always being connected without the shock of any unexpected bills.

The announcements follow the launch of Vodafone's Ultrafast 4G in London in August, and pre-empt the planned further roll out in Birmingham, Coventry, Leicester, Nottingham and Sheffield on 29th September. By the end of the year Vodafone's Ultrafast 4G, with speeds typically six times faster than 3G, will also be switched on in Bradford, Edinburgh, Glasgow, Leeds, Liverpool, Manchester and Newcastle.* Vodafone is looking to target indoor 4G coverage across 98% of the UK population by 2015.

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Jonathan Kini, Head of Enterprise Commercial Marketing at Vodafone UK, said: *"We are constantly looking at ways of working with businesses to help them get the most out of their connected world, and empower them to do more. We know, from speaking to our customers, that the ability to share data each month is a great worry-free and cost-effective way of doing that and controlling their total spend. And what's key for us, is providing our customers access to this pool regardless of whether they're on 3G and 4G as we continue to roll-out our best ever UK network.*

No two employees are ever the same - there will always be some employees who use significant amounts of data, particularly when on the move, to collaborate with their teams and meet with customers; while others will simply need to access email. And it's the right time as data consumption is exploding through the easier use of enterprise applications and video conferencing on the move. Vodafone Red Sharer allows business customers to address these needs easily by taking all employees' plans and pooling them together for all to use, as and when needed.

Particularly for larger, national organisations, with a range of business functions and multiple devices, this plan gives business customers more data so they can get more done. The ability to share data across devices allows businesses to increase productivity as employees can work from wherever they need to be on the devices best suited for the job."

Vodafone Red Sharer can be tailored to suit any business, and management of the account is done by a single person within that organisation with one contract, one bill and one payment. The lead member of the account can query usage and top up bundles if required, in order to avoid out of bundle charges. For more information visit www.vodafone.co.uk/redsharer

For further information:

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Notes to editors

*Vodafone Ultrafast 4G services with speeds typically 6 times faster than Vodafone 3G, based on pre-launch network, may vary due to coverage and demand.