

MEDIA ALERT

More calls for 4G in Britain as the UK falls further behind

Eight more businesses pledge support to www.4GBritain.org

18th June 2012, United Kingdom: Everything Everywhere, the company that runs T-Mobile and Orange in the UK, has announced that eight new supporters including Stuff magazine, PC Advisor and construction group Kier, have demonstrated their backing of a 4G rollout in the UK by becoming supporters of the 4GBritain website.

Momentum behind the site has continued since its April launch, with a total of 33 businesses and organisations now official supporters – including the National Farmers Union, The Huffington Post, and Capgemini – amid concern that Britain is falling behind the rest of the world in the roll out of 4G LTE networks.

The website's newest supporters are [Kier Group](#), [Macworld](#), [Muzicall](#), [Myallsearch.com](#), [Net Trajectory](#), [PC World](#), [Stuff](#) magazine and [Zentek Forensics](#), further demonstrating the wide range of industries that would benefit from a 4G network roll out.

According to recently released figures from the GSA^[1], 38 countries including some across Asia, the Middle East, and Europe already have commercial LTE networks, and the GSA has confirmed it is “the fastest developing mobile system technology ever”.

Will Findlater, editor of Stuff magazine, said “Faster 4G networks could have as profound an impact on the way we work, communicate and entertain ourselves on the go as 3G networks have done, and will pave the way for a host of new gadgets and cloud services designed to exploit the extra bandwidth on offer. Plus, given the level of 4G adoption elsewhere in the world, it's essential to Britain's standing as a technological force.”

David, a DJ who posted his views on [4GBritain.org](http://www.4GBritain.org), said “4G would make such a difference to my life, it would save me time when searching for music, uploads

^[1] Global mobile Suppliers Association – June 8, 2012: http://www.gsacom.com/news/gsa_352.php



videos and pictures quicker when out working; and just general day to day stuff from using satnav on mobile, shopping etc. we need it, and need it now.”

Check out the latest blog posts at www.4GBritain.org, and join the conversation on Twitter with #4GBritain

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About Everything Everywhere

Everything Everywhere is the UK's largest communications company, providing mobile and fixed-broadband communications services to more than 27 million customers through the Orange and T-Mobile brands. It has invested over £15 billion since 2000 building Britain's biggest mobile networks, and plans to invest over £1.5bn in the next three years to further improve its network and introduce fast 4G LTE mobile broadband services. Recognised for award-winning customer service, Everything Everywhere employs more than 15,000 people and operates over 720 retail stores across the UK. It has revenues equivalent to a FTSE 40 company and is backed by two of the world's leading global communications groups, Deutsche Telekom and France Telecom, who are equal owners.