

******* PRESS ANNOUNCEMENT *******

iPhone 3G goes on sale at The Carphone Warehouse

Monday 7th July, 2008: The Carphone Warehouse has today started taking orders for the revolutionary iPhone 3G at www.carphonewarehouse.com/iphone for a limited time. Those who place their order online with The Carphone Warehouse will be guaranteed delivery of the iPhone 3G on the 11th July*, offering the best option for ensuring that iPhone fans across the country do not miss out. In addition, The Carphone Warehouse has also today announced that the revolutionary iPhone 3G will go on sale in its stores nationwide from 8:02am on Friday 11th July**.

The Carphone Warehouse, Britain's largest independent mobile phone retailer, has reported a massive increase in people registering for further details on when the iPhone 3G will be available to order online. While numbers of pre-registrations for the launch of the original iPhone were high, this has increased more than ten-fold for the launch of the iPhone 3G.

Charles Dunstone, CEO, The Carphone Group, said: "We're delighted that levels of interest have been so high and that we are able to offer our customers the first opportunity to ensure delivery of the iPhone 3G on the day of the launch. The iPhone 3G is a massive step forward for the mobile phone market and will no doubt continue to set the standard of mobile technology."

The Carphone Warehouse is the only independent UK retailer to be stocking the iPhone 3G, which will be available on the O2 network. The iPhone 3G will also be available on Pay as you go at The Carphone Warehouse in time for the Christmas period. Pricing details will be confirmed closer to the time.

The 8GB iPhone 3G will be available free to customers opting for the £45 or £75 monthly tariffs and £99 on the £30 and £35 per month tariffs. The 16GB model will cost £159 on the £30 and £35 monthly tariffs, £59 on the £45 per month tariff and it will be free on the £75 monthly tariff. All customers will continue to receive unlimited data browsing over O2's mobile network in the UK and unlimited access to 9,500 Wi-Fi hotspots through both The Cloud and BT Openzone wireless hotspots***.

Existing iPhone customers can upgrade early to the iPhone 3G through The Carphone Warehouse channels by re-signing a new 18 month contract, taking advantage of the same great offer as new iPhone customers. They will then be able to give their existing 2G iPhone to a friend or family member who can transfer onto an iPhone tariff if they are an O2 customer, or buy an iPhone Pay & Go SIM card from 11th July offering unlimited data and unlimited Wi-Fi access to The Cloud and BT Openzone hotspots for £10 per month. Full information is available on www.carphonewarehouse.com/iphone

- ENDS -

For further information, please contact **freud communications**:

Alex Village
Tel: 020 3003 6376
Email: alex.village@freud.com

Amy Sherman
Tel: 020 3003 6551
Email: amy.sherman@freud.com

NOTES TO EDITORS

* Subject to availability

** In major conurbations

*** Subject to O2's excessive use policy

- The Carphone Warehouse is the only independent mobile phone retailer to be stocking the iPhone 3G upon its release within the UK at 8:02am on the 11th July 2008
- The iPhone 3G will be available in-store and online at: www.carphonewarehouse.com/iphone, or from The Carphone Warehouse Direct Sales on 0800 925925