



PRESS RELEASE

Windsor Telecom call on public sector organisations to act now to secure the first memorable 03 numbers

Windsor Telecom, UK's leading provider of memorable phone numbers and inbound call solutions, is for the first time offering its customers access to select a number from the new 03 number ranges. From the 1st October, new and existing customers who act fast will have the opportunity to pick the choicest memorable 03 numbers, allocated on a first-come first-served basis. For instance, a regional or national police force might want to choose 03000 999 999.

The 030 number range, which includes 0300 and 0303, has been specifically allocated by Ofcom for use by public sector organisations, such as Government departments, local councils, NHS organisations, GP practices, schools, colleges and universities. With 0300 or 0303 numbers, organisations are able to differentiate themselves from commercial businesses and callers can be more confident about who they are calling.

A search of Parliament papers show the Ministry of Defence is first of the Whitehall Departments to sign up to using 03 numbers. Also, in line with the David Varney recommendations, the Department for Transport intends to migrate its major service numbers to the new 0300 number range. Many local councils have already positively assessed the benefits of using 03 numbers and have made a commitment to use 03 numbers when they are released. These include South Beds Council, Wirral Council and Trafford Borough Council.

03 numbers has been hailed as the 'magic number' by Windsor Telecom. Their introduction by Ofcom will rebuild confidence and trust in non-geographic numbers and organisations that use them. They are being introduced as an alternative to 08 business phone numbers, such as 0870 and 0871 numbers. Consumers will have a clear understanding of the price that they are paying to call 03 numbers, as the cost of calling will be the same as calls to geographic numbers (normal landline numbers starting 01 or 02).

Neil Sherring, chief executive of Windsor Telecom says: "Organisations have a great opportunity to be a part of the most talked about number range in years. It is important that public sector bodies have the confidence and trust of their local communities. By signing up to 03 numbers they will benefit from clearer and cheaper prices and rebuild customer confidence for organisations, who may have been affected by the poor press around 0870 numbers. Callers can be reassured that the cost of calling these customer friendly numbers will be the same as calling standard 01 or 02 landline numbers."

Organisations choosing to go 03 will be able to enjoy the valuable benefits provided by non-geographic numbers such as: instant number redirection, presenting a national identity (like 0845 numbers, 03 numbers are non-geographic), built in disaster recovery, call queuing, call statistics and information, and advanced call management.

Also in a deal exclusive to Windsor Telecom, customers will receive 10,000 free in-bound call minutes per month as part of their 03 number service plan - that's equivalent to 167 hours of inbound calls per month! Thereafter calls are charged at 0.5 pence per minute. Windsor's unique approach to pricing means most customers will enjoy no inbound call charges.

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Notes to editors

Windsor Telecom

- Windsor Telecom is the UK's leading provider of memorable phone numbers and inbound call solutions
- Windsor Telecom 2nd largest provider of non-geographic numbers in the UK
- Windsor Telecom were finalists in National Business Awards 2006 in "The Customer Focus Award" category
- Windsor Telecoms provide bespoke call plans and services which give customers incredible flexibility and control over their inbound calls, without any technical knowledge. Solutions will enhance productivity and sharpen competitiveness
- Neil Sherring, Chief Executive of Windsor Telecom was a finalist in the National Business Awards 2006 (sponsored by Orange) for "The Credit Suisse Entrepreneur of the Year Award"
- Business XL magazine, an award winning magazine for growing companies, voted Windsor Telecom a '21st Century Business Star' and 'One of the best 50 companies in the UK today'.

03 Numbers

Calls to 03 numbers will be priced in the same way as geographic numbers. Customers will pay no more to call a 03 number than they would to call a standard geographic 01 and 02 number (up to national rate).

- There are a range of 03 numbers being introduced which currently consists of:
- 0300, 0303 and 0306 are for public sector and not-for-profit organizations
- 0330 and 0333 numbers are available for any organisation or end user
- 0344, 0345, 0370, 0371 numbers will be available for migration from the equivalent 08 number i.e. 0845 can be migrated to 0345