

A BUSINESS PHONE NUMBER FOR LIFE

**-FOR IMMEDIATE RELEASE-
Friday 21st April 2006**

Windsor Telecom plc, the UK's second largest provider of 0845 numbers, today announced how their non-geographic phone numbers will ensure that businesses of any size will never have to change their phone number ever again!

This is in response to an article which was published in the Daily Mail on Saturday 15th April ('Are phone numbers to change yet again?'). The article reports how Ofcom are looking to bring in more phone number changes - the 4th change in 16 years. Windsor Telecom is concerned about the following points raised in the article:

- Six years ago, when 11.5 million numbers changed (most of them in London), the Federation of Small Businesses estimated the change at a cost of £2 billion.
- Ofcom's own research has shown that every business forced to change its phone number will have to fork out between £1,500 and £18,500.

By investing in a non-geographic phone number (which are available for a small connection charge and a modest annual fee), all businesses will be able to avoid these high change over costs.

Windsor Telecom's non-geographic phone numbers simply 'piggy back' a landline or mobile number. They can be instantly re-pointed to a new landline or mobile number free of charge, anytime of the day or night. When the new geographic numbers enter into the marketplace, there will be no expensive re-printing or re-advertising costs for those businesses who invest in a non-geographic phone number. Non-geographic phone numbers are 'more than just a geographic phone number' in the sense that additional call management solutions are able to be bolted on, allowing businesses to handle their inbound calls more efficiently.

Neil Sherring, Marketing Director of Windsor Telecom said:

'In the midst of another number shake up, we are confident that the non-geographic phone numbers which we offer will save businesses thousands of pounds in change over costs. As a local business, we recognise the importance of avoiding unnecessary costs. Our non-geographic phone numbers not only allow businesses to keep one phone number for life but also enable businesses to trade in areas in which they have no physical presence. They are a fantastic business investment.'

-END-

ACCOUNTS

Tel: 0845 130 4000
Fax: 0845 130 5000
First Floor
4 Downing Street
Farnham GU9 7NX

www.windsor-telecom.co.uk
windsor telecom plc

CUSTOMER SERVICES

Tel: 0845 130 8080
Fax: 0845 130 8484
Jolliffe House
West Street
Poole BH15 1LD

For further information contact:

Naomi Kearns
Marketing Co-ordinator
Windsor Telecom plc
DDI: 0845 230 6110

Notes for Editor

Background on Windsor Telecom plc:

URL: <http://www.windsor-telecom.co.uk> and <http://www.0845.co.uk>

-Windsor Telecom is the second largest provider of 0845 numbers in the UK (18%) after BT (22%). Source: Ofcom Research 2004.

-18 strong firm, offices split between Poole, Dorset (Account Management, Customer Services, Marketing) and Farnham, Surrey (Accounts & New Sales).

-Entered the non-geographic number market in 1997 following a new partnership between Directors, Neil Sherring & David Bennett.

-Wealth of experience in providing memorable telephone numbers and call plan solutions to SME, Corporate and Public Sector businesses.

-Windsor Telecom offers five core non-geographic number solutions:

0845 Local
0800/08080 Freephone
0870 National
070 Personal
0871 Special

-Existing client base of over 7000 businesses (ranging from small businesses to large blue chip clients such as Habitat, Sony & Virgin).

-In December 2004, Business XL magazine (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'. In January 2005, they also reported on the continuing success of Windsor Telecom (Rising Stars: Where are they now?).

-In October 2005 Windsor Telecom became a finalist at the Channel Network Awards for the unique Call Queue solution which they provided to Paul McKenna Training.

-In April 2006 Windsor Telecom were announced as finalists of the prestigious National Business Awards for three categories: The Customer Focus Award, The Business Innovation of the Year Award and The Credit Suisse Entrepreneur of the Year Award. The results of the awards will be announced in July 2006.

ACCOUNTS

Tel: 0845 130 4000
Fax: 0845 130 5000
First Floor
4 Downing Street
Farnham GU9 7NX

CUSTOMER SERVICES

Tel: 0845 130 8080
Fax: 0845 130 8484
Jolliffe House
West Street
Poole BH15 1LD

www.windsor-telecom.co.uk
windsor telecom plc