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O2 Launches Mobile Broadband for Prepay Customers

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- Users can try before they buy

Dublin, Friday, 20thxx November, 2009 - O2 today announced the launch of a mobile broadband service for existing or new prepay customers. This means that prepay customers of any network can pay for and access mobile broadband on a daily or monthly basis. The new service offers prepay customers a viable alternative to fixed broadband, providing a fast and easy way for them to get Internet and email access, whether they are at home, in the office or on the move.

O2 Prepay Broadband is available from EUR3.99 for a 24 hour pass which includes 500MB of data usage or EUR19.99 for a 30 day pass which includes 5GB of data usage. Mobile broadband modems are available from EUR69.

Customers also have the opportunity to try out O2's mobile broadband service before making a final purchase decision, under O2's innovative 'Try Before You Buy' initiative. Customers can borrow a mobile broadband modem for a 72 hour trial period. When the trial period is over and if the customer is happy with the service they can return to the store and choose the pricing option which best suits their usage needs, whether it is on prepay or contract.

Commenting, Anthony O'Neill, Head of Marketing Strategy, Telefónica O2 Ireland, said, "O2 Prepay Broadband is a welcome addition to our already extensive broadband portfolio. We are confident that our great value offering combined with our dedicated broadband customer care team and our high speed network will prove extremely popular with existing or new prepay customers."

In 2008 O2 completed a multi-million Euro upgrade of its 3G / HSDPA network to offer customers faster speeds, with over 90% population coverage nationwide. O2 currently has over 125,000 postpay customers using its mobile broadband service.

Prepay Broadband is now available from all O2 outlets nationwide including Carphone Warehouse. It is also available online at www.o2.ie.

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