



20:20 Mobile online partner portal reaches new customer milestone.
200th registered dealer signs up.

14th April 2010: 20:20 Mobile, Europe's leading distributor of mobile phones and accessories, has announced that they have just signed up their 200th customer to use their online 'Partner Portal'. The system, which can be accessed 24/7, gives dealers real-time access to 20:20 Mobile for stock ordering and product support which helps them save significant cost and time by reducing administration.

Launched in June 2009 the channel partner system has proven to be a great success with partners ranging from small independent dealers through to the UK's largest service providers. Through it they can order new products, access marketing and sales support tools, manage their account and even product returns if required. Average run-rate business with customers using the Portal has increased by on average 30%.

James Browning, 20:20's Managing Director said, "The Partner Portal is a key tool in delivering a high quality service to our dealer network. By performing many tasks online they are able to save a great deal of time and money and at the same time improve efficiency. Our statistics show that partners are using the portal daily and in most cases remain online throughout the working day. In addition the channel partner system allows 20:20 to focus resources to improve customer services through the channel."

20:20 Mobile has a proven track record of providing mobile supply and fulfillment solutions for its dealers, retailers and resellers. Using the channel partner system business partners can place an order as late as 7.00 p.m. for delivery the next working day.

About 20:20 Mobile

20:20 Mobile Group is Europe's leading mobile handset distributor and in the top three, globally. The Group was created in September 2006 following the sale by the Caudwell Group of its distribution and logistics businesses to Doughty Hanson, one of the foremost private equity firms in Europe.

Headquartered in Crewe in North West England, the Group employs over 1300 people in 14 countries. The company has more than 8,000 active customers and annual sales of £1.0 billion (\$1.6 billion). In 2009, the company handled over 10 million wireless devices, more than 21 million accessories and completed over 21 million product transformations.

For its clients in the mobile telephony industry, 20:20 Mobile provides business process outsourcing services that include category management, procurement and inventory management, marketing services, value added logistics, retail management, online presence, technical services, call centre services, repairs, refurbishment and insurance services.