

PRESS INFORMATION

Olive Communications

Stand 506 Wireless08, Olympia

21 - 22 May 2008

About Olive Communications

Olive Communications is a leading, independent mobile communications specialist, providing tailored voice and data solutions in the UK, predominantly for small and medium sized businesses. Olive offers a blend of value for money and quality of service, with a wide choice of services including:

- Voice and data integration
- Mobile broadband
- A range of handsets, PDAs and BlackBerry SmartPhones
- Fixed line services including CPS,ADSL/Broadband and phone systems
- Mobile Tariff optimisation
- Competitive tariff analysis across all networks

An average of between 2,000 and 3,000 voice and data customers a month upgrade or switch to Olive and over 95% of Olive's customers say that they would recommend the company. Turnover has grown by 600% over the past two years.

Every customer has a named account manager who has the knowledge to put together deals using services from leading voice and data operators - without the usual jargon. The company offers impartial advice and 24/7 support and every member of staff is equipped with a BlackBerry to ensure that they are accessible wherever they may be working. Every email from customers is answered within an hour and calls answered within three rings by a human being (the company does not use IVR). New or replacement handsets are delivered free of charge within 24 hours.

Olive's customers

Olive primarily serves small to medium sized organisations, but also provides services to larger enterprises including:

- Adepta
- Age Concern
- Birmingham City Football Club
- Bournemouth University
- Channel 5
- Council of Mortgage Lenders
- eXPD8
- Filofax
- Gateshead NHS Trust
- International Bar Association
- Liberal Democrats
- NASDAQ
- Smiths of Smithfield
- Snow Patrol
- YMCA

Olive Communications

Olive's partners

Olive partners with the best mobile and fixed network providers to deliver the right services to suits business' needs. Partners include:

- T-Mobile
- O2
- Vodafone
- Yes Telecom
- Orange
- Yes Telecom
- BT
- Opal
- Telstra
- Gamma
- BlackBerry
- Microsoft
- HTC

In May 2008, Olive launched its IT partnership programme (*see press release dated 21st May 2008*) to address the growing demand for converged voice and data services. The company will work with IT partners to offer solutions based on BlackBerry and HTC PDAs.

The directors

Olive was founded in 2002 by MD Mark Geraghty and Sales Director Rob Saffman with the aim of creating the premier independent mobile provider in the business to business sector.

Managing Director

Mark Geraghty

Mark has spent 10 years in the mobile industry and held senior positions at Carphone Warehouse and Axxent Voice and Data. He operates from his native Australia but works from nine at night to four in the morning to tie in with UK time in the true spirit of dedicated customer service that has made Olive such as success.

Sales and Operations Director and Founder

Rob Saffman

Rob set up Olive, recruiting and training all its staff, and working with them to achieve incredible sales results (the company has grown 600% over the last two years) and in setting up industry partnerships with the mobile and data providers. He has also been instrumental in achieving a number of industry awards, such as the commendations two years running from Mobile News as a business to business provider. In his 11 years in the industry, he has also held senior roles at Carphone Warehouse and Axxent Voice and Data.

Company Milestones

- First T-Mobile partner to win business partner of the year for three consecutive years: 2005, 2006 and 2007
- First T-mobile business partner to make over 1000 upgrades in a month (against a target of 100 connections per month)
- Won Research in Motion 'Mission RIMpossible' award for BlackBerry connections for three consecutive years: 2005, 2006 and 2007

Olive Communications

Key dates

- 2002 Olive Communications was formed, using private funding
Started working with yes
- 2003 Launched the T-mobile partner programme
Moved to Wembley offices
- 2004 Became a T-Mobile partner
- 2005 Began offering fixed line services, using a team previously employed by Opal
- 2006 Moved to new headquarters in Acton
Became Gold Partner for Yes Telecom
- 2007 Became a T-Mobile BlackBerry Partner (one of only 6 Business Partners) and
was overall winner of Yes Telecom's partnership award.
- 2008 Joined the 02 select programme through a partnership with Phone Logistics
Became a member of the Orange Corporate club
Mobile News Awards commendation for B2B Dealer of the Year
Planning to open a new Northern office in York

Charitable giving

Olive supports the aid agency Care International's mobile phone recycling initiative, encouraging customers to hand in their old mobile at time of upgrade for re-sale or reuse in support of Care International's projects worldwide. Olive expects to raise £10,000 from this initiative in 2008.

Olive in the Community

Olive works is the communications partner of AVC Sports Management, which provides football schemes for 16-19 year-olds at football clubs and colleges throughout the UK. Olive provides the communications that AVC uses to improve the attendance, enhance loyalty and monitor progress of participants. Olive also provides an affinity scheme for football clubs in schools through which it donates a percentage of every associated user's bill to the college or club.

Olive also sponsors the Gillingham Anchorians Ruby Football Club, helping to support the maintenance and development of club facilities, transport and kit.

For the latest information, visit the brand new Olive Communications web site at www.olive-comms.co.uk

**For media enquiries, please contact
Emma Tarring at Mabox on
07957 439080
Email: emma.tarring@tiscali.co.uk**

**Olive Communications
North Mezzanine, Monarch House,
Victoria Industrial Estate, Victoria Road, North
Acton, W3 6UR
0870 444 1083**