



## PRESS RELEASE

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### **Stay in safe hands with Virgin Media and NEWAsurion**

Virgin Media has teamed up with NEWAsurion Europe Limited to re-launch its Pay Monthly mobile phone insurance.

With Virgin Media's mobile phone insurance, customers can relax if their pride and joy is lost, stolen or damaged and even if it goes wrong after the manufacturer warranty expires. With online or over the phone claims, Virgin Media's mobile customers can have their chosen handset back in their hands the very next day.

**Jonathan Kini, director of mobile at Virgin Media** said: "NEWAsurion bring a fresh approach to the market and we're delighted to have partnered with them. Together we're giving customers the help they want, when they need it most and with benefits such as online claims, next day delivery and contacts backup, it's reassuringly simple."

Esther Connock, director of sales and marketing for NEWAsurion said "We're thrilled to work with Virgin Media who share our passion for making life better for customers. Every day, too many UK consumers get a disappointing experience from their phone insurance. We're ripping up that rule book to give customers what they're looking for – freedom from worry and the right phone back in their hands the next day."

- Virgin Media's re-launched mobile phone insurance is available to all new Pay Monthly customers and any existing Pay Monthly customers who upgrade their phone
- With 'Contacts Backup' customers can save their numbers and back up their address books, for no extra charge, so losing a phone doesn't mean losing touch with those who matter
- Virgin Media's mobile phone insurance costs from just £5.99 per month and, for the first month, it's free
- Virgin Media's mobile phone insurance is worldwide, so customers can jet off with their phones, knowing it's covered.

Virgin Mobile phone insurance is subject to terms and conditions. See [virginmobile.co.uk/insurance](http://virginmobile.co.uk/insurance) for more info.

## **About Virgin Media**

With almost 10 million customers, Virgin Media is the UK's first quad-play provider of broadband, TV, phone and mobile.

The company is one of the largest residential broadband providers in the UK, using a unique fibre optic cable network to deliver next generation ultrafast internet access of up to 50Mb to just over half of all homes. Combined with a high speed ADSL service and mobile broadband products, Virgin Media is able to offer broadband internet access to virtually the entire country.

Virgin Media has the UK's most advanced TV on demand service and was the first TV platform to carry BBC iPlayer. It is the second largest provider of pay TV, was the first to launch a high definition TV service and offers a high-specification, HD-ready V+ personal video recorder.

The company operates the most popular virtual mobile network in the UK which, when launched, was the world's first such mobile phone service. It is also one of the largest fixed-line home phone providers in the country.

Virgin Media is also a 50 per cent joint partner with BBC Worldwide in UKTV, which consists of ten channels including Dave, G.O.L.D., Watch and Alibi.

Virgin Media Inc. is listed on the NASDAQ Stock Market and the London Stock Exchange (VMED).

## **About NEWAsurion**

NEWAsurion launched in Europe in 2008 and is part of Asurion Corp., the global leader in technology protection services. Asurion provides more than 95 million consumers worldwide with best-in-class, next day device replacement. The company also protects user content and software. Asurion is the exclusive provider to many of the world's leading telecommunications and retail brands. Asurion is privately-held with more than 10,000 employees and operates in seven countries across three continents. For more information go to [asurion.com](http://asurion.com)