



## Press Release

15<sup>th</sup> June 2009

For Immediate Release

# AETHER MOBILE GLOBAL ROAMING SERVICE SUCCESS WITH BRITISH AND IRISH LIONS TOUR 2009!

Global roaming service provider æther mobile launched its Pay as you Go service on 26<sup>th</sup> May this year, and has already been inundated with orders from supporters of the Lions Tour.

People travelling out to South Africa to watch the British and Irish Lions play cottoned on to the fact they could save vast amounts of money on their mobile phone bills whilst travelling, by using the æther mobile service instead of their normal mobile provider.

æther mobile charge only £0.38p per minute to make a call and £0.34p per text, compared to £0.99 - £1.49 per minute to make a call and £0.49p per text with O2, and £1.45 per minute to make a call and £0.50p to send a text with Orange.

æther mobile also offers FREE ROAMING in South Africa, which means there is no cost charged to receive a call, whereas Orange charge £0.90 per minute and O2 charge £0.99 per minute. The cost comparisons above have been calculated on the network operators published rates for PAYG users as at 15<sup>th</sup> June 2009.

Using the most advanced technology and GSM platform, æther mobile offers a service which works in more countries than any other product on the market, with the most competitive call rates. The quality of reception is of the highest standard available and the service is very easy to use.

The service is aimed at both leisure and business travellers allowing them to save a substantial amount on their mobile phone bill whilst travelling outside the UK. By using the service, subscribers can save up to 80% on making and receiving calls which, in the current financial climate, is a very appealing proposition.

The æther global roaming service is available in 206 countries and offers FREE ROAMING in 65 destinations. This means there is no charge to receive a call in these destinations. With call rates from 25p per minute and SMS from 34p each, it represents amazing value for money due to it achieving substantial call cost savings when using your mobile abroad.

All æther SIMS have UK telephone numbers so that anyone phoning the handset from the UK will only pay the cost to a UK mobile. Calls back to the UK are much lower than the traditional mobile phone company's charge, so keeping in touch with friends, family and colleagues is much less expensive.

Individuals travelling on business, holidaymakers and gap year students can all benefit from this service. It's important to keep in contact with colleagues and loved ones, but to receive calls on a mobile can be very expensive. Many people come home to a huge bill for their mobile phone which can be as much as the cost of the business trip or holiday.

Working abroad and keeping in touch with an employer, friends or family in the UK can prove very expensive with the traditional mobile phone companies. For example, if the subscriber received one hour of calls, and made two hours of calls a day whilst in Dubai the total cost with aether would be £842.80 however, the same calls made with a major network provider would cost £1,944.66. For a subscriber in South Africa receiving one hour of calls and making two hours of calls, the cost through aether would be £319.20, but £1664.40 with one of the major network providers.

The æther mobile SIM cards and top ups are currently available to purchase at [www.aether-mobile.com](http://www.aether-mobile.com), and are priced from just £19.99 (with £10 credit).

æther mobile – stay connected globally.

-ENDS-

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**Editor's Notes:**

About æther mobile

Æther mobile ([www.aether-mobile.com](http://www.aether-mobile.com)) is a prepaid global roaming service which provides high quality, low-cost calls from mobile phones, and offers FREE ROAMING in 65 countries.