

MEDIA RELEASE



VIRGIN MOBILE steps up customer service - appoints top call centre manager

Johannesburg - 9 December 2009.

Customers expect VIRGIN companies to offer great customer service and VIRGIN MOBILE SA is taking active steps to live up to this promise.

The appointment of Brian Windsor as VIRGIN MOBILE's new customer contact centre manager is directly aimed at fast tracking VIRGIN MOBILE's service levels.

Brian has established a reputation as one of South Africa's top call centre managers. His impressive customer service experience at some of the biggest telecommunications giants in the local market spans more than 25 years.

Brian has achieved a number of awards throughout his career. In 2008 the contact centre managed by him was voted the best call centre in South Africa by BPeSA. BPeSA is an initiative supported by the Department of trade and industry and The Business Trust.

In 2007, the call centre managed by Brian was also named as the Best KZN BPO Centre by BPeSA - a significant achievement accomplished in just a couple of years.

Brian's new appointment with VIRGIN MOBILE is a strong endorsement of VIRGIN MOBILE's brand commitment to achieving excellent customer service.

"Our aim at VIRGIN MOBILE is not just to be the best, but to be the Best-Plus-One! We understand that our customers are the most important aspect of our business, and going forward we are working hard to ensure that our service levels reflect the customer-centric approach that is a hallmark of the VIRGIN brand," says Windsor.

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Distributed on behalf of VIRGIN MOBILE by:

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About Virgin Mobile South Africa - www.virginmobile.co.za

Virgin Mobile South Africa (VIRGIN MOBILE) is South Africa's first and only Mobile Virtual Network Operator. Everybody knows Sir Richard Branson and the Virgin Brand. VIRGIN MOBILE brings that Brand and its great values to the South African mobile landscape. VIRGIN MOBILE has thought imaginatively about the things that really matter to busy mobile consumers. Things like getting great rates during the day when people most use their phones. Things like getting 1000 free SMSs per month because texting is South Africa's 12th unofficial national language. VIRGIN MOBILE has packaged these things into simple, unique mobile deals designed to meet the needs of savvy South African consumers nationwide. Which is why more and more of these savvy South Africans are moving across to VIRGIN MOBILE every day.