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Virgin Mobile's launch into KZN proves that love and marriage go together but mobiles and contracts needn't

R50 000 honeymoon prize for KZN couple who tie the only knot in the store!

Virgin Mobile launches into KwaZulu Natal on Saturday, 23rd September 2006, with the opening of its flagship store in Durban, at Gateway Theatre of Shopping. The Virgin Mobile store can be found at Shop No G283, on ground level. As part of the launch celebrations, Virgin Mobile has offered a fully expenses paid honeymoon valued at R50 000 to a gutsy couple who are prepared to tie the knot in the name of love and Virgin Mobile.

"Virgin Mobile launched into South Africa in June, ready to shake up traditional beliefs about the cell phone market. When it comes to traditions of the heart though, we're pretty old fashioned: We believe in staying true to your partner, but we also strongly believe in mobile number portability! We want lovers not prisoners. And that's why contracts and mobile phones don't make a good marriage. So it's time to divorce your network and join us in this marriage," said Sajeed Sacranie, CEO of Virgin Mobile South Africa.

To celebrate love and the introduction of a new approach to cell phones for South Africans, Virgin Mobile will reward one adventurous couple that is prepared to say their vows in the name of love in our brand new Flagship Store in Durban.

Visitors to Gateway Theatre of Shopping on Saturday 23 September will be able to witness this extraordinary event in the flagship Virgin Mobile store and celebrate love and a new approach to cell phones. For more excitement and festivities, there will be numerous fun activities taking place throughout the day at the Wavehouse.

Virgin Mobile South Africa launched in June 2006 with a promise to shake up the mobile market and bring South African customers a simpler, better deal with no lock-ins. For more information on Virgin Mobile South Africa, visit www.virginmobile.co.za or marryme@virginmobile.co.za

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