

20:20 Mobile Signs Exclusive BlackBerry Accessories Deal With The Carphone Warehouse

Europe's leading mobile phones and accessories distributor to supply extended range of BlackBerry OEM accessories and launch new BlackBerry packaging

22 November, 2010 – 20:20 Mobile, Europe's leading distributor of mobile phones and accessories, has won a 12-month contract to exclusively supply a new range of BlackBerry OEM mobile phone accessories to the UK's largest independent mobile phone retailer, The Carphone Warehouse.

The sole supply agreement, which starts this month, will see 20:20 Mobile distribute an extended range of BlackBerry OEM accessories for a wide range of BlackBerry mobile phones, and launch new look BlackBerry packaging within The Carphone Warehouse's 800 stores across the UK. The range of products will continue to develop to ensure new release handsets are matched with the latest accessories.

Following a tender process 20:20 Mobile secured the exclusive supplier contract based on the company's reputation as industry leaders in accessories, their relationship with the manufacturers and the support they are able to provide their customers, as well as an overall competitive offer.

Ross Edwards, Head of Accessories for The Carphone Warehouse, commented: "Mobile phone accessories are a huge part of our business, so it is very important for us to offer customers a wide range of bespoke accessories in the quality that they expect from Carphone Warehouse. The range of BlackBerry branded accessories delivers that quality to the customer, along with a wide range of choice."

James Browning, UK Managing Director of 20:20 Mobile, said: "Mobile accessories have always been a major part of the 20:20 portfolio and by continually introducing new accessory ranges and signing exclusive relationships with major retailers, we have ensured our mobile phone accessories division remains at the forefront of the industry."

“We have always had a very strong relationship with The Carphone Warehouse, with a trading history of over nine years. Through our experience and ability to provide a robust and high quality support and logistics network we will ensure that The Carphone Warehouse and their customers get the best possible service.”

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About 20:20 Mobile

20:20 Mobile Group is a leading distributor of mobile phone products and provider of business process outsourcing services to the telecoms industry. Headquartered in Crewe in North West England, we employ over 1200 people at locations across Europe and in the Middle East. We have annual sales of approximately £1 billion (\$1.4 billion) to more than 8,000 active customers including manufacturers, network operators, MVNOs, retailers and dealers.

20:20 Mobile is an authorised distributor for most leading mobile phone manufacturers and is one of the world's largest distributors of mobile phone accessories. We support every stage of the mobile phone and mobile accessories life cycle from planning to replacement. Recognising our industry knowledge and supply chain expertise, our clients trust us to select, source, configure, present, promote, deliver, connect and support devices for their business and for their customers.

In June 2010, 20:20 Mobile Group was identified as the UK's fastest-growing private company in the telecoms sector in The Sunday Times Deloitte Top Track 100, and was ranked at number 46 in the country overall (www.fasttrack.co.uk).