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European Union fails to deliver on promises of lower roaming charges**London, 12 July 2005**

The European Union today delivered what was expected to be a damning verdict on the prohibitive cost of international roaming charges. Instead, they have chosen to pursue a 'hands off' approach concentrating on price 'transparency' rather than price reduction.

The full EU press releases are available here:

<http://europa.eu.int/rapid/pressReleasesAction.do?reference=IP/05/901&type=HTML&aged=0&language=EN&guiLanguage=en>

<http://europa.eu.int/rapid/pressReleasesAction.do?reference=MEMO/05/247&type=HTML&aged=0&language=EN&guiLanguage=en>

With Britons overseas still paying up to £1.25 to receive a call and £2 to make a call, the Commission seems to have done very little to help consumers avoid the "very unpleasant surprises" which a roaming phone bill can create [Viviane Reding, the Commissioner for Information Society and Media].

uk2abroad (www.uk2abroad.com) is the only complete Mobile Roaming Solution in the UK, allowing users to save 60-80% compared to roaming whilst retaining their existing UK mobile number and incoming ringing tone.

"uk2abroad is a unique service that offers high cost-savings coupled with the added convenience of keeping your UK mobile number", says Alistair Gates, Co-Founder of uk2abroad. "In view of the European Commission's approach to mobile roaming charges, which seems unlikely to gain any significant price reductions, consumers would be well advised to look into alternatives like uk2abroad".

To use uk2abroad, simply visit the web site, www.uk2abroad.com, select your destination, choose the amount of uk2abroad credit you require, and a SIM card, and check out.

"We've all had large phone bills when we get back from holiday. uk2abroad provides a three stage approach to ensuring these are a thing of the past: i) our charges are 60-80% lower than the average mobile roaming charge; ii) you prepay, so you are always in control of what you are spending; iii) you have a local SIM card for making and receiving local calls at your destination," says Chris Smith, Co-Founder of uk2abroad.

Full information is available at www.uk2abroad.com.

Roaming Rates is a web site providing complete roaming cost comparisons: www.roamingrates.com.

uk2abroad is the Mobile Roaming Solution**Ends >****For more information please contact either Co-Founder:**

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