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## Award winners unite: Avenir Telecom, O<sub>2</sub> and The Black Eyed Peas

### Sales incentive kicks off from O<sub>2</sub> and Avenir, its Partner of the Year to see Grammy Award Winners Black Eyed Peas

Avenir Telecom, the UK's leading telecoms distributor, today announces an exciting, nine-week sales incentive in collaboration with O<sub>2</sub>. Avenir will track and reward new connections on all O<sub>2</sub> Business Voice Plans including Legacy tariffs and all O<sub>2</sub> post-pay Mobile Broadband plans.

The incentive begins on 01 March and closes on 30 April, at which point the eight best-performing clients, based on percentage sales over target, will win **two VIP tickets** each to a live performance by one of the most sought-after bands of the 21st century, three-times Grammy Award winners, The Black Eyed Peas, at London's O<sub>2</sub> Arena on 05 May. Set to be one of the band's most ambitious stage performances to date, they'll also be joined on the night by Cheryl Cole.

"This is the latest in a long line of successes with Avenir," comments David Plumb, O<sub>2</sub>'s Head of SME Sales, "which are proven to stimulate growth, increase knowledge and success with our business offerings, and reward Avenir's resellers for its tireless work and innovation."

"In 2009 Avenir Telecom was our number one distributor, which is why we awarded them our Partner Of The Year 2009, based on four KPIs: gross and secondary connections, ARPU and customer churn."

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Andy Tow, Managing Director at Avenir Telecom comments: "Our clients will find this a very straightforward incentive to join, be a part of, and keep track of. The Black Eyed Peas 'The E.N.D. (The Energy Never Dies)' incentive is open to any active Avenir Telecom client. No registration is needed as all clients who make new O<sub>2</sub> business voice connections after 01 March are automatically included and will be advised of their individual performance level targets."

#### **About Avenir Telecom**

Currently celebrating its 20<sup>th</sup> anniversary, Avenir Telecom is one of Europe's biggest and longest-standing distributors of telephony products and services. In the UK, Avenir focuses on the distribution of airtime (mobile and landline), accessories and IT/telecoms convergence solutions in the business-to-business space. It works with the leading B2B network operators including O<sub>2</sub>, 3, Orange and Opal, the business-to-business division of the TalkTalk group. Avenir employs over 3,000 people across six countries: Bulgaria, France, Portugal, Romania, Spain and the United Kingdom. It is listed on the NYSE Euronext - Compartment B (Euronext Paris). Its shares form part of the CAC All shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next150 and SBF 250 indices. ISIN: FR0000066052. Reuters: AVOM.LN. Bloomberg: AVT:FP.

More info: [www.avenir-telecom.co.uk](http://www.avenir-telecom.co.uk).

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