

Press Release

Status: Draft For Approval

Ref.: ATPR 0038 – Channel Expo

Date: 28 April 2010

IT/MOBILE CONVERGENCE INCREASES PRODUCTIVITY AND PROFIT

***Avenir Telecom Joins with ETC and O₂ at Channel Expo 2010...
Stand 590, 12-13 May 2010, National Hall, Olympia, London...***

Avenir Telecom, the UK's leading distributor in mobile telecoms, has partnered with IT distributor ETC and the European operator O₂ to provide the IT channel with a compelling series of sales propositions at this year's Channel Expo.

"Avenir Telecom is proud to be the the UK's most dynamic and most adaptable telecoms distributor," explains UK MD Andy Tow. "Mobile broadband, business apps, laptops and netbooks. If it's mobile, Avenir distributes it, and has the talent and partnerships to turn each and every product into a compelling sales proposition for the channel."

"We're delighted to attend Channel Expo – in partnership with ETC and O₂ – to demonstrate how the reseller experience can be a profitable and productive one, without the need for complex processes."

Avenir Telecom is O₂'s number one UK distributor. O₂ awarded the company its Partner Of The Year accolade in December 2009 based on four quantitative measures: gross connections, secondary connections, ARPU and customer churn.

ETC is the distribution division of IT reseller SCC (part of Specialist Computer Holdings), with which Avenir has been working for more than two years. SCH is Europe's largest, privately-owned IT group.

/cont...

About Avenir Telecom

Currently celebrating its 20th 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 O₂, 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.

Media Contact

Further information, photography, and interviews are available from:

Ian Peel
Avenir Telecom Press Office
@ Solid State Marcomms
Tel: 07775 937494
Email: ian@solidstatemarcomms.com

Melodie Langford
Online Marketing Communications Manager
Avenir Telecom
Tel: 0208 731 4457
Email: melodie.langford@avenir-telecom.co.uk