



**swisscom**

Press Release

## **BeeOne uses Swisscom mobile network for its own prepaid offering**

**Swisscom and BeeOne are entering into a partnership to launch a new mobile offering called “Mucho” throughout Switzerland from the start of March 2010. Alongside Migros with its successful M-Budget Mobile and Migros Mobile products, BeeOne will also use the Swisscom mobile network for “Mucho” and further boost the Swiss mobile market. BeeOne is already established in the business through phone cards and the new offering is an ideal complement to Swisscom’s activities.**

BeeOne will offer the prepaid product “Mucho” in Switzerland under its own brand from the start of March. As a mobile virtual network operator (MVNO), BeeOne will use the Swisscom mobile network. Customers will therefore benefit from excellent voice quality and coverage. The Swisscom mobile network already covers over 99.4% of the Swiss population and recently won first place in an independent network test by the renowned magazine Connect.

BeeOne is Swisscom’s second MVNO partner, after Migros. This type of partnership also offers smaller providers the opportunity to launch attractive mobile products without having to invest in expensive infrastructure.

### **Enjoy low-cost international calls with “Mucho”**

BeeOne’s offering is aimed in particular at customers who want to make low-cost international calls on a mobile. Customers benefit from attractive international rates and consciously choose to do without service features and supplementary services such as MMS and mobile Internet access. “Mucho” will be sold via BeeOne channels. The BeeOne Hotline will provide support. Further information on the offering and prices can be found at: [www.mobileverymucho.ch](http://www.mobileverymucho.ch).

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[www.beeone.ch](http://www.beeone.ch)

[www.swisscom.ch](http://www.swisscom.ch)