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T-MOBILE UNVEILS 'FULL MONTY' PLAN

Following the unveiling of T-Mobile's Full Monty plan, which offers truly unlimited data, calls and texts, **Ernest Doku, technology expert at uSwitch.com**, commented: "Whilst Three's One Plan certainly paved the way for a new breed of data-heavy smartphone tariff, a 'kitchen-sink' price of £36 for a hefty number of minutes, unlimited texts and unlimited mobile internet makes T-Mobile's Full Monty offering a truly stand-out package, both in terms of freedom of use and value for money.

"Additional benefits such as unlimited calls to other T-Mobile customers, the lack of a fair usage policy with regards to data usage, as well as permission for tethering – connecting a mobile phone to a laptop or PC for use as a modem – will be sure to have heavy data users flocking to the network.

"The Full Monty is definitely targeting those customers eager for the latest smartphone as well as a good value 'all-you-can-eat' monthly contract. "However, the uninitiated may well find £41 per month a high barrier to entry, and it remains to be seen whether they are prepared to pay such a premium for the peace of mind to download and surf that an all-you-can-eat mobile package provides.

"Three's popular One Plan does have a cheaper entry-level price point and offers very healthy portions of minutes, texts and data. Whilst it may not offer the hottest handsets for free on the lower tiers, the wide selection of devices and more affordable monthly cost of the One Plan may still prove a stronger pull to those looking for a first smartphone.

"Mobile data is essential for making the most of today's advanced smartphones, and T-Mobile's tariff does provide the chance to explore data-hungry services without fear of being stung by an extortionate bill. The allure of a free phone (as opposed to paying £49 for the iPhone 4s on Three) is also a powerful one."

For more information visit www.uswitch.com or call 0800 093 0607

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