

# **PRESS RELEASE**

**June 11, 2008**

## **GIVE YOUR PHONE THE FREEDOM IT DESERVES**

### **A UNIQUE NEW SERVICE LAUNCHED FOR THE IRISH MARKET**

An Irish company has announced that it has just launched a unique new service that will transform the mobile phone market place like never before. UnlockCodes.ie is a new concept in Ireland that will give people the possibility to unlock/SIM-Free their mobile phone by opening a personal credit based account from the comfort of thier own home or office.

Alan Donohoe, Founder of UnlockCodes.ie, "It is one of our latest advancements, and has taken nearly 3 years to get it off the ground from initial conception to final completion. We are providing a totally new ground breaking credit based concept that is backed up from our own experience in the mobile phone industry.

Unlocking your mobile phone was once a grey area within Ireland, but since the mobile phone operator's have been better informed by the regulatory bodies of the laws governing the unlocking of your mobile phone, it has become the owners right, as we new it always was.

We have simply taken the process of unlocking your phone to a whole new level, we have built partnerships over the years which now allows us to offer unlock codes from many different networks from around the world. For instance, a person returning home from a holiday in New York buys a phone while their over there which is SIM-locked to the AT&T network, with our service they can buy an original unlock code online for any phone locked to the AT&T network, we are able to offer such a unique service because we have forged direct partnerships with the specific network departments who supply the original unlock codes, unlocking your phone using 'codes' is the most safest method as compared to the brute force methods used by hackers., said Alan Donohoe, founder and technical director of UnlockCodes.ie"

According to a new forecast issued by the research company Gartner, which predicts that annual sales of mobile phones will pass the billion mark before the end of the decade. Moreover, Gartner estimates that there will be 2.6 billion mobile phones in use by 2009. Which given the fact that 3 in 10 phones are eventually unlocked, this equated to over a half a billion phones. "The world's appetite for mobile phones has exceeded even the most optimistic expectations," said Ben Wood, research vice president for mobile terminals at Gartner.

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