



Local rates now available for US, UK and Aus visitors to the Netherlands

UK businesses can now save over 95% on data in Netherlands

LONDON, 8th July 2011 – Tru, the world's only truly global mobile operator, has today added the Netherlands to the growing list of Tru countries. As of now, UK, US and Australian business customers visiting the Netherlands can get local rates for voice, text and data.

Tru is a network **designed for international businesses**, and offers savings and coverage in over 220 countries, with the biggest savings coming in the Tru countries. It is unique in offering bundles of minutes, texts and data that can be used across different countries, as well as multiple country numbers on the one phone, creating a service that can be used internationally with ease.

Businesses already benefit from Tru's calls, texts and data bundles that can be used in any Tru country (currently the UK, USA and Australia). With the Netherlands now added, the bundles now offer more places to make great savings.

Geraldine Wilson, CEO of Tru, said: "If you do business regularly in the Netherlands, it now makes even more sense to switch to Tru. We are thrilled that the Netherlands is now a Tru country, making international communications between the two countries much simpler while saving businesses lots of money. This is only the start though, and we will continue helping businesses thrive and save by continuing to add more Tru countries."

Out of bundle, businesses will still make incredible savings in the Netherlands. **Data is just 10p/MB (over 95% saving** versus O2 and Orange's £2.55 p/MB), and **local calls are just 15p/min (50% saving** versus 30p/min with O2 and **over 50% saving** versus 30.5p/min with Orange and 33p/min with Vodafone).

Netherlands Rate Comparison

	Tru	O2	Vodafone	Orange
Data (per MB)	10p	£2.55	85p	£2.55
Local calls (per min)	15p	30p	33p	30.5p
Local texts (per message)	9p	9p	10p	9p
Calls to the UK (per min)	9p	30p	33p	30.5p

Spain and Hong Kong are next in line to become Tru countries, and Tru plans to have up to 20 Tru countries live by the end of 2012.



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About Tru

Tru is the world's first truly global mobile operator and operates in over 220 countries worldwide, helping people and businesses around stay in touch. We provide communications services that save them money and simplify their lives.

Founded in 2006, the company uses innovation to drive convenience up and costs down. The company's flagship GSM service, Tru, helps international business by charging local rates instead of roaming rates, and low cost international calls, in a growing number of countries throughout the world.

In Tru countries, users can choose to have an extra local phone number – allowing customers and contacts to reach each other without footing the bill of high international call charges which makes them easier for local people to contact, no matter where they are.

The company is also a pioneer in the mobile VoIP space. It launched the first downloadable mobile VoIP app for Nokia in 2006 and has since been the first on the iPhone, iPod and iPad devices. Tru supports all leading mobile platforms and devices including Blackberry, iPhone, iPod touch, iPad, Nokia E and N series, and Android.

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