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BT REDCARE WINS TELEMETRY DEAL WITH 'BUY AS YOU VIEW'

BT Redcare's Machine-to-Machine (M2M) division has signed a three-year deal to deliver telemetry solutions for South Wales based company, Buy As You View (BAYV) (<http://www.bayv.co.uk>).

Buy as you View sells a range of electrical goods and furniture for the home through a weekly repayment and credit facility.

The deal covers connecting Buy As You View appliances in more than 100,000 homes, using a GSM network based SIM. The solution allows remote measurement and reporting of information, using a combination of SMS and GPRS to transmit telemetry data to and from the coin operated appliances

Roger Vigilance, CEO of BT Redcare, said: "This is a spectacular win for BT as we worked closely with the BAYV team to provide a specialist M2M solution. We have delivered not only an innovative service that enables cost transformation, but also a customer oriented solution with seamless network coverage and full customer service and support."

The new system is more environmentally friendly as well as more efficient. Visits for cash collection will now be scheduled based on actual usage rather than estimates. Remote diagnostics will enable faster repair and improved customer service. Streamlined processes will deliver an automated audit trail of usage and cash recovery.

Established in 1972 in South Wales to operate nationwide in the UK, Buy As You View has grown to serve three generations of families. It employs 700 staff nationally and has a substantial field force responsible for deliveries, servicing, cash collection etc.

Graham Clarke, CEO of Buy As You View, said: "BT's offering will help us to dramatically improve the efficiency of our field force and contribute to our efforts to reduce our carbon footprint, whilst improving service for our customers – part of our constant efforts to lead our sector in service, quality and value. We look forward to working with BT on creating specialist solutions across other service offerings of our business."

Enquiries about this news release should be made to the BT Group Newsroom on its 24-hour number: 020 7356 5369. From outside the UK dial + 44 20 7356 5369.

All news releases can be accessed at our web site: <http://www.btplc.com/News>

Notes to editors

The Buy As You View web site is available at: <http://www.bayv.co.uk>.

About BT

BT is one of the world's leading providers of communications solutions and services operating in more than 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended March 31, 2010, BT Group's revenue was £20,911 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

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