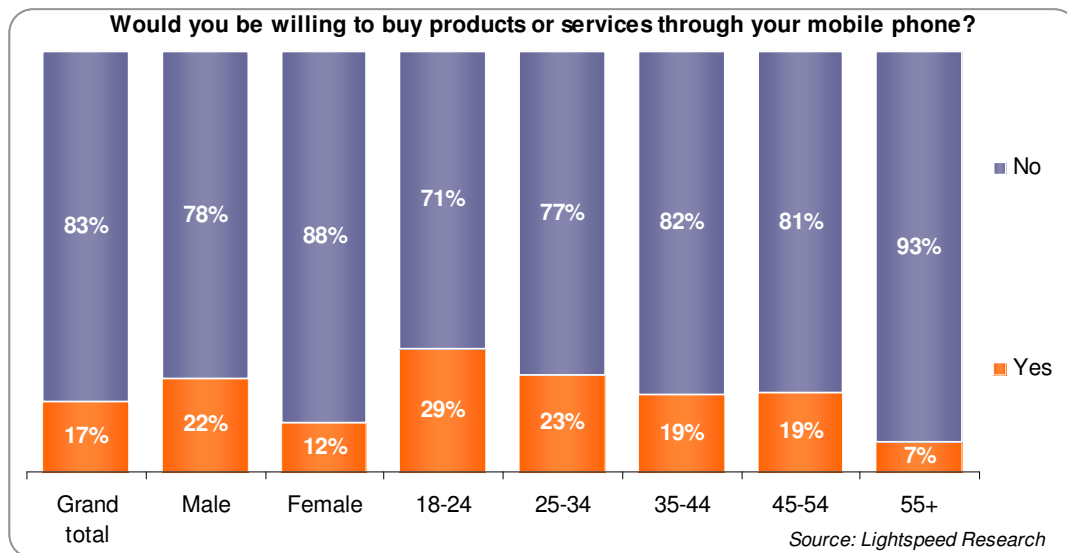


Dial S for Shopping

17% of Brits say they would shop from their mobile phone

London 19th May: Lightspeed Research, a leading online market research company, has today released the results of its survey of 1000 Britons to evaluate the likely take up of mobile internet shopping. With mobile phone penetration higher than that of PCs, shopping from the mobile phone has the potential to be the next big thing in retail.



The survey results indicated a positive response to the idea, with 17% of respondents saying they would be willing to buy products and services through their phone, and men more in favour of the idea (22% versus 12%). This figure was higher than respondents in France (9%) but lower than in Germany (25%). As with online retail, which took time to increase in popularity, this research suggests there is a good basis for the growth of shopping through mobiles, especially as more retailers begin to offer the service.

Of those who were receptive to the idea of shopping from their mobile handsets, more than three quarters of respondents said they would shop with well-known high street and online retailers. 'Any company offering great prices' was attractive to only 23% of respondents.



One of the advantages of shopping from a mobile phone is the ability to make purchases at any time and in any place. This benefit is reflected in the types of products and services respondents said they would buy in this way. Two of the top three choices were 'on the go' type products with film, theatre and events tickets coming in second and travel tickets the third choice. With many people carrying their mobile phone all the time the ability to order entertainment and travel tickets from their handset offers a significant advantage over PC shopping.

Other products selected by our respondents included DVDs and CDs at the top of the list at 73% and books and travel both at 55%. 48% of our panellists would buy flowers. Clothes, food and toiletries were the least popular choices.

David Day, Lightspeed Research CEO Europe says "This research suggests that the mobile phone could become a viable way for retailers to reach their customers. The 24/7 nature of the mobile phone, a device that many people have with them all the time, and the increase in Internet-ready phones offers a real opportunity for retailers to match their offer to the products and services customers may want to buy in this way."

Ends

Note to editors:

The survey was completed by 998 respondents from the Lightspeed Research UK online panel between 10-14 April 2008.

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About Lightspeed Research

Lightspeed Research is a global interactive data solutions provider delivering market research results through global panels. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling to support studies that range in scope and complexity across most industry sectors. Lightspeed Research operates panels covering healthcare, financial services, automotive, B2B, telecommunications, family and more. Lightspeed Research is a member of WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com