



Christmas Bonus for UK Online Mobile Phone Retailers

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Internet Shopping portal Gruntled.co.uk sees sales through major online mobile phone retailers up by 15% on same period last year.

PR9.NET December 02, 2005 - London, UK - With less than three weeks to go until Christmas, online shopping portal Gruntled.co.uk is already seeing a 10% increase in mobile phone sales on the same period last year.

"The online rush started at the beginning of November," says Gruntled.co.uk's Ben Padstow, "a week earlier than last year, and already we've seen mobile phone sales through our partner sites up more than 10% on that period last year. Since December is normally even busier, and with mobile phone retailers offering delivery up to 23rd December, this year is going to be the biggest ever for online retailers."

With rumours of a huge high-street slowdown and bricks-and-mortar retailers starting January sales in December, it's clear that the advantages of shopping online - keen prices, convenience and fast comparison across brands - as well as the unusually cold weather in the past few weeks is driving the online sales of mobile phones.

Mobile Phones are traditionally a big seller at Christmas. Whereas 12-month contract phones sell well for the rest of the year, it is Pay As You Go mobile phones which sell more at this time of the year, where the phone is purchased outright, with no requirement to commit to a contract.

Gruntled.co.uk's site at <http://www.Gruntled.co.uk> is a shopping portal launched in 2001 which puts shoppers in touch with the best value online retailers in various sectors, including mobile phones, holidays and loans.

Contact Ben Padstow for more information - ben-at-gruntled.co.uk.
Gruntled.co.uk online shopping portal can be found at <http://www.Gruntled.co.uk>

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