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**O2 Introduces SIM Only Deals, Everybody Else Follows!**

*Since the introduction of O2 Simplicity, SIM Only contracts have taken off by storm and that T-Mobile, Vodafone, Orange and Virgin Mobile soon followed suite. Three Mobile have not yet entered the SIM Only market and seem to be missing out.*

LONDON, ENGLAND, January 25, 2009 **/24-7PressRelease/** -- T-Mobile's Chief Executive predicts that for 2009 SIM Only contracts will be drastically rise in popularity. More and more consumers are turning to SIM Only deals for various reasons. Most consumers tend to hang on to their current mobile phones for longer period so they do not necessarily want a new handset from their network provider and others are feeling skeptical about tying themselves up with another long term contract. SIM Only deals let consumers cancel their contracts within a months notice.

Three Mobile are the only mobile network that has not yet stepped into the [SIM Only contracts](#) market and therefore are missing out hugely. How long will it take before they realise that this is a big market that they are missing out on? How long will it take before they realise that this is a big market that they are missing out on? Sales of [SIM Only deals](#) set to rise hugely and will be one of the mobile networks most popular products. Only then they will realise. They are struggling as it is because they hit the mobile phone market long after all other networks and now they are late to react to consumer demands and latest offerings from their competitors.

SIM Only Comparison & Info Source  
<http://www.simonlycontractdeals.co.uk/>