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NEWS RELEASE

16 September 2020

**Two Sure franchise stores to close in Ramsey and Port Erin**

Sure’s Ramsey and Port Erin franchise stores, owned by XFOR, will cease trading on Wednesday 30 September.

Sure is consolidating all retail activity into its Douglas store, a Sure-owned branch, as well as investing in online and telephone sales options for customer convenience.

The telecoms provider will continue to operate at its Strand Street store where it has put in place a number of measures to adapt to today’s retail environment. This includes offering an online appointment system to cut out the hassle of customers waiting in line, free delivery island wide for contract customers, and a local sales hotline.

Customers will still be able make bill payments and, arrange PAYG top ups via the website or on the MySure app and set up direct debit to pay their regular bill.

Mike Phillips, Sure Isle of Man Chief Executive, said: “XFOR have been trading under the Sure brand for 10 years and we thank them for their support to our business during that time. Our ongoing priority is that our customers around the island feel connected.

“We recognise the importance of supporting the high street and this move allows us to adapt and invest our resources into the Strand Street store and continue to meet our customers’ needs”

Customers can shop from any location, at any time by visiting sure.com or via the business’s local sales hotline on 01624 692230. The line is operational Monday to Saturday 9-5pm and customers simply need to have their photo ID and proof of address to hand. To book an appointment online visit sure.com/bookappointment.

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Notes to editors:

**About Sure**

[www.sure.com](http://www.sure.com/)

Twitter: <https://twitter.com/SureIOM>

Facebook: <https://www.facebook.com/SureIOM>/

LinkedIn: <https://www.linkedin.com/company/sure-international>

Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV.

The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure’s approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Customer experience is at the heart of Sure’s approach and the company was found to have the most satisfied customers in the Channel Islands in a 2018 study carried out by the independent regulator in the islands. In the Isle of Man, Sure was rated the best overall network (Source: a Sure-commissioned independent study carried out by Systemics group, 2017).

Sure is a member of the Batelco Group, a leading telecommunications provider to 14 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.