

*Best friends are forever!*



**Save 20%**  
*on calls to your  
best friend!*

**BT**



Be sure to apply for  
your BestFriend savings!

**PLUS 25%** savings on  
international calls with  
Friends & Family  
Country Calling Plans!



Introducing Friends & Family  
*BestFriend...*

The new way to  
**save 20%**  
on calls to the one  
person you've always  
enjoyed calling!

Open here to join **free!**



*It's the great new way to keep in touch ... and*

# SAVE!



Everyone has one person they ring up more than anyone else. Someone who makes every phone conversation special. Well now there's another reason to give that person a call.

Because soon you'll be able to save a full 20% on every direct dialled UK call\* you make to your best friend with Friends & Family BestFriend. It's the FREE way to save on calls to the one person you love to chat with the most! Maybe your BestFriend number is an old school chum ... your sister in Edinburgh ... or mum and dad. It's your choice!

That's a 20% call saving anywhere in the UK — any time of the day or night, every day of the year! You'll also receive the saving when you ring your BestFriend number with your BT Chargecard.

*We're all about friendship.*

**Only Friends & Family members can enjoy BestFriend savings.**

If you're one of the 14 million UK homes that have already joined Friends & Family, you can name any UK phone number\* in your calling circle as your BestFriend number right now. Then, starting in May 1998, you'll enjoy your 20% BestFriend discount on calls to that number — FREE with Friends & Family!

**But if you're NOT a Friends & Family member, BestFriend is only the first reason to join right away. Here are a few others:**

- Friends & Family is absolutely FREE.
- It saves you an automatic 10% on the 10 numbers you nominate.†
- You can have one mobile and one international number in your Friends & Family calling circle.
- You can call the people you care about most for *less!*

With more than 14 million BT customers likely to apply for their FREE BestFriend savings, our phones will be ringing off the hook. So why not call us now to join Friends & Family BestFriend?

**Call *Freefone* 0800 102 800 24 hours a day, 7 days a week.**  
**(No orders by post, please.)**

\*Excludes calls to mobile and premium rate numbers.  
†Direct dialled calls only. Excludes premium rate numbers. Not available to Light User Scheme customers.  
Your savings will normally start within 14 working days of receipt of your order.



**VALUEPLANS — SAVE UP TO 52%!\***

**PRICE CUTS**

**RING ME FREE**

**NEW FRIENDS & FAMILY COUNTRY CALLING PLANS**

**PREMIERLINE & PREMIERLINE FRIENDS & FAMILY OVERSEAS**

**BESTFRIEND**

*'I can't remember a time when Laura and I weren't friends. We lived next door ... attended the same schools ... even raised our children together. Of course, we're not the two small girls we used to be - and we don't see each other as often as we'd like. But thanks to BT we always manage to keep in touch - and save.'*



We're all about the savings you deserve.

**SAVE**  
up to  
**25%**

when you call with  
Friends & Family and  
**PremierLine!**



*'Well, let's see. We've moved house three times over the years. But I still manage to keep in touch with my old friends. Most of them think I spend a fortune on calls.*

*But actually, I save so much with BT that I don't even think about the cost.'*

If you spend at least £45 a quarter on calls, you will benefit from the savings of BT PremierLine.

For just £6 a quarter, PremierLine can save you 15% on most direct dialled calls.\* Combined with your 10% Friends & Family discount, that's a saving of up to 25% on calls to 10 telephone numbers† — 35% on your BestFriend number!

Plus, as a PremierLine customer, you'll also enjoy:

- Valuable AIR MILES awards when you pay your PremierLine fee annually.
- A priority **Freefone** number for BT's highest level of customer service.
- The opportunity to save 25% on as many as 5 additional international numbers with PremierLine Friends & Family Overseas.



It's all yours as a PremierLine customer! Your PremierLine savings will start on calls made from the date of your next bill after joining.

Turn here and find out how to **save 25%** on international calls with **PremierLine Friends & Family Overseas.**



Enjoy the savings you deserve!  
Return your Order Form in the prepaid envelope provided.

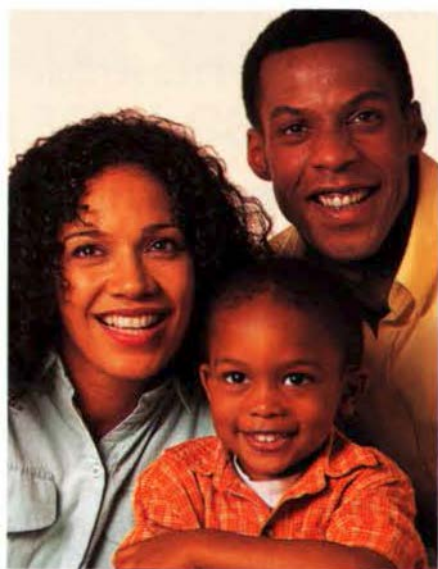
Or call **Freefone 0800 102 800.**  
We're here 24 hours a day,  
7 days a week.

\*Discount of 5% on calls to mobile phones and premium rate services.  
† 15% on a call to a mobile number with Friends & Family.



*We're all about staying*

'It's funny how two families can grow so close in just a few weeks, isn't it? We met the Hillmans on holiday in Spain. They're from America, you know, so I was a bit worried about how we'd ever keep in touch. *But calling overseas is really inexpensive with BT. What a surprise!*



'When we made the decision to move to England, my parents were very worried. "How will we hear from you?" they wondered. Well, that has never been a problem, I'm happy to say. *BT makes it easy - and affordable - to call home often.*



*in touch, anywhere in the world.*

## **Save 25%** on up to **5 more** international numbers with **PremierLine Friends & Family Overseas!**

Perhaps you have family in Australia. Or friends in the USA. Maybe your relatives live all over the world!

Well now there's a fantastic way to keep in touch with all of them — and **save 25%** — thanks to PremierLine Friends & Family Overseas! It's **FREE** to every BT customer who's a member of both PremierLine and Friends & Family ... and it gives you a **25% discount on up to 5 international numbers!**

Add those numbers to the single international number you can have with your Friends & Family membership, and you'll **save 25% on a total of 6 overseas numbers!**

**Return your Order Form in the prepaid envelope provided.**

**Or call *Freefone* 0800 102 800.  
We're here 24 hours a day,  
7 days a week.**

Turn the page for  
**even more savings**  
on international calls.



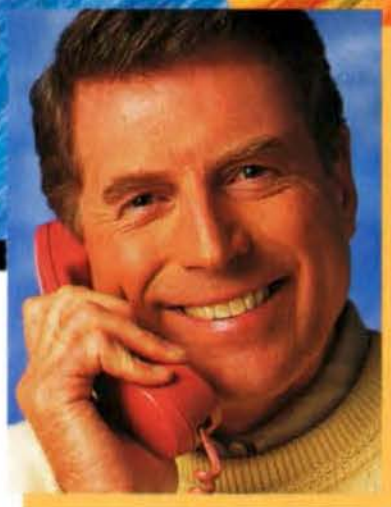


We're all about new ways to



Save  
a brand new  
**25%**

on international calls  
with Friends & Family  
**Country Calling  
Plans!**



save on international calls.

Introducing our best way to save on international calls! Starting 8 January 1998, you can choose from 1 to 5 of our new Friends & Family Country Calling Plans ... and **save 25% on each direct dialled call you make to every phone number in the countries you choose.** That's a 25% saving — day, evening or weekend — any time you call any number in the countries you pick. All for just £1 a month per country.<sup>†</sup>

**Increase your savings to more than 43%!**

**NEW!**

Friends & Family Country Calling Plans save you 43% when combined with any Friends & Family and PremierLine discounts!\* If you spend as little as £5 a month calling to just one international country, you will certainly save by choosing a Friends & Family Country Calling Plan to that country.

For example, look at the price per minute for a weekend call to the USA:

	You pay	You save
BT's Standard price per minute	20.9p	—
With your Friends & Family Country Calling Plan discount ...	15.7p	25%
With your PremierLine discount ...	13.3p	36.2%
Include all that with your Friends & Family discount to get our lowest price ...	11.8p	43.7%

Now see how **competitive** our prices are.

Just take a look at our lowest prices for international calls, including the 10% Friends & Family and 15% PremierLine discounts. You'll be able to call your friends and relatives anywhere around the world for even less.

**Return your Order Form in the prepaid envelope provided. Or call **Freefone 0800 102 800.** We're here 24 hours a day, 7 days a week.**

\* To join Friends & Family, see page 2.

To join PremierLine and PremierLine Friends & Family Overseas, see pages 4 - 7.

<sup>†</sup> Minimum term 3 months, fee payable quarterly.

Your savings will normally start within 14 working days of receipt of your order.



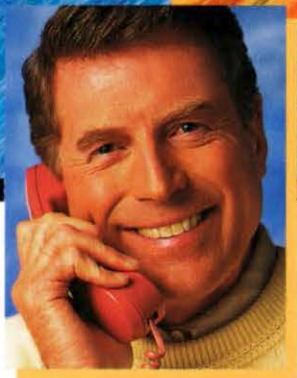
We're all about new ways to

save on international calls.



Save  
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**25%**

on international calls  
with Friends & Family  
**Country Calling  
Plans!**



Introducing our best way to save on international calls! Starting 8 January 1998, you can choose from 1 to 5 of our new Friends & Family Country Calling Plans ... and **save 25% on each direct dialled call you make to every phone number in the countries you choose.** That's a 25% saving – day, evening or weekend – any time you call any number in the countries you pick. All for just £1 a month per country.<sup>†</sup>

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<sup>†</sup> To join PremierLine and PremierLine Friends & Family Overseas, see pages 1 & 2.  
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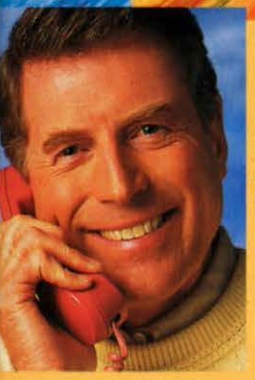


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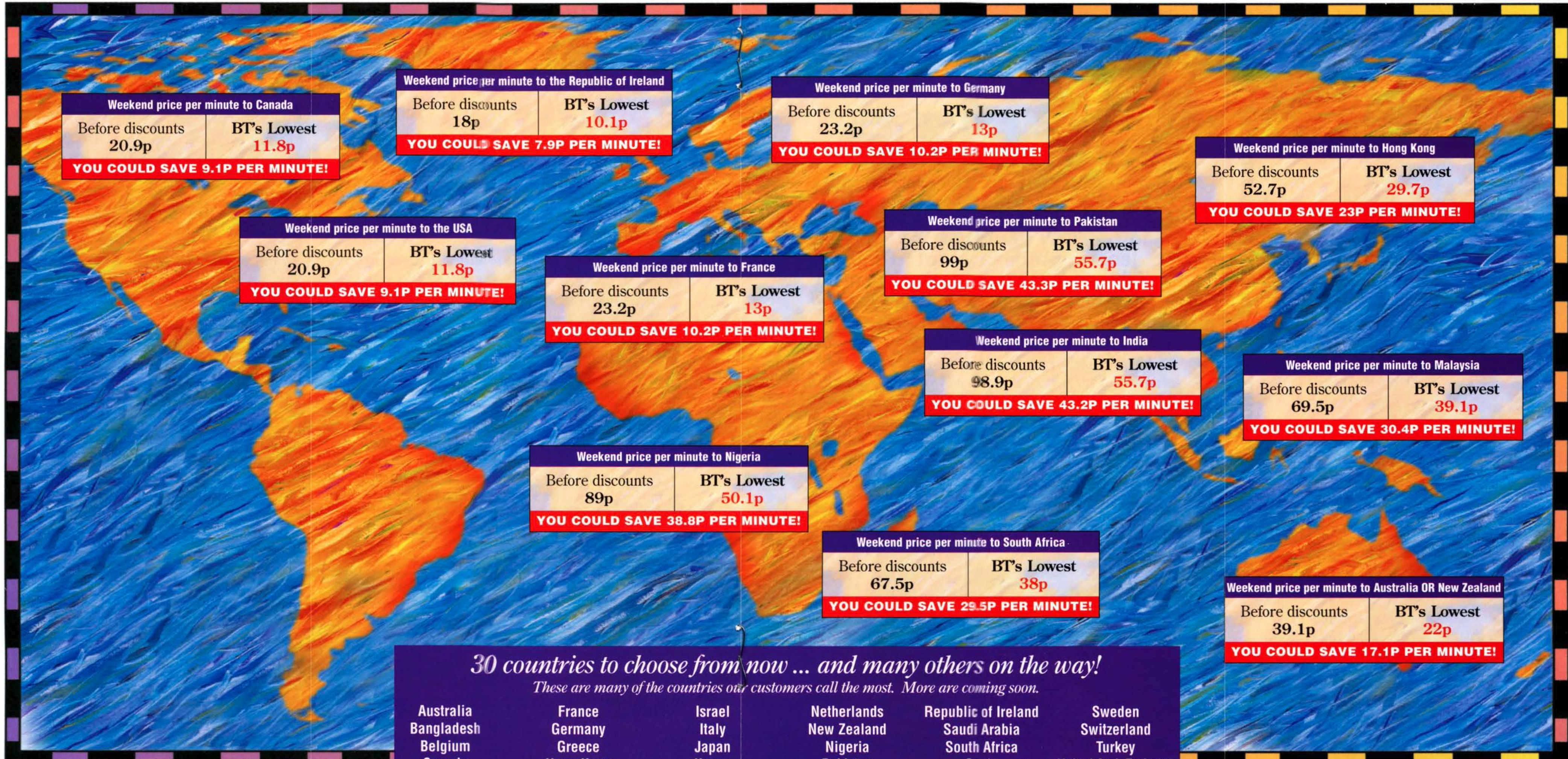
Your savings will normally start within 14 working days of receipt of your order.

**NEW FRIENDS & FAMILY COUNTRY CALLING PLANS**

**RING ME FREE**



# Look how **low** our prices go!



*30 countries to choose from now ... and many others on the way!*  
 These are many of the countries our customers call the most. More are coming soon.

Australia	France	Israel	Netherlands	Republic of Ireland	Sweden
Bangladesh	Germany	Italy	New Zealand	Saudi Arabia	Switzerland
Belgium	Greece	Japan	Nigeria	South Africa	Turkey
Canada	Hong Kong	Kenya	Pakistan	Spain	United Arab Emirates
Cyprus*	India	Malaysia	Portugal	Sri Lanka	USA

\* Customers calling Northern Cyprus should choose Turkey.

5p minimum charge per call.

To **save 25%** on up to 5 of the 30 countries you call the most, return your Order Form, or call **Freefone 0800 102 800.**  
**Just £1 a month per country!**



Announcing  
the Ring Me Free

# Win-Win Prize Draw!

This spring, BT is giving you two great ways to be a winner with *Ring Me Free*!

*We're all about excitement.*



New Ford Escorts



**Firstly, you win by hearing from the ones you care about most!**

*Ring Me Free* is the perfect way to show your loved ones how much you care, because it lets them call you as much as they like — without paying a penny!

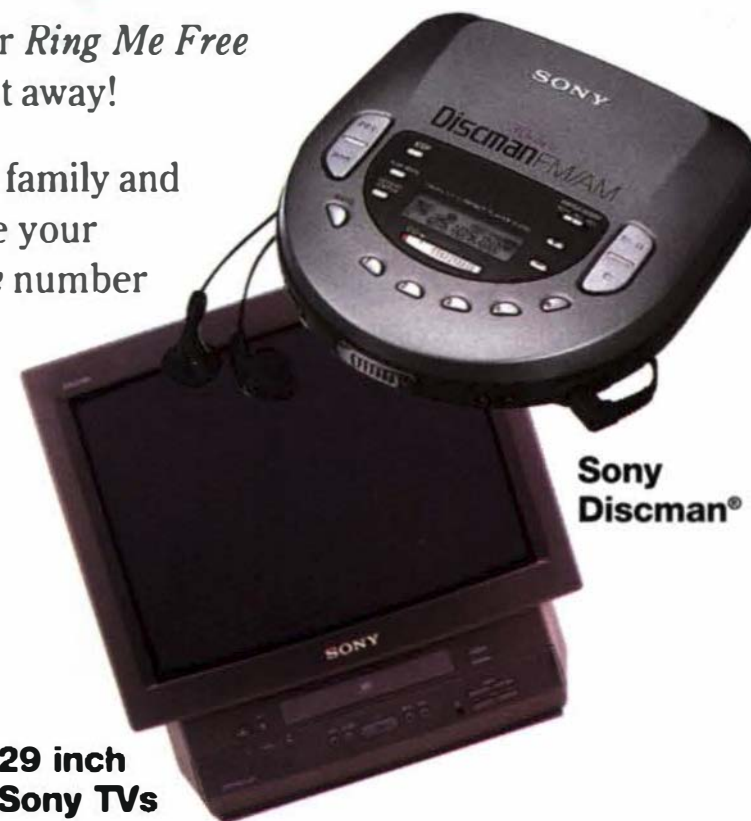
When you give out your FREE *Ring Me Free* cards, your family and friends will be able to dial you directly. You only pay for the cost of the call plus 10p.

**Secondly, you could win one of a pair of many exciting prizes!**

From March through to May, we'll be randomly selecting 50 *Ring Me Free* calls. And if you've received one of these lucky calls, you'll win *two* Sony Discman<sup>®</sup> or *two* Sony TVs or *two* new Ford Escorts — one for you and one you could give to the person who called you! Plus, the more *Ring Me Free* calls you receive, the more entries you have to win!

**So don't forget ...**

1. Send out your *Ring Me Free* cards straight away!
2. Remind your family and friends to use your *Ring Me Free* number each time they call ... so you have a chance to win!



29 inch  
Sony TVs

Sony  
Discman<sup>®</sup>

Send out your  
*Ring Me Free* cards today!


See insert for Important Information.





The cost  
of calling  
keeps on

falling  
falling  
falling  
falling  
falling



## We're cutting our national weekend prices by 10% ... again!

In October 1996, we reduced our national call prices twice. Then, last May they dropped again. And in October 1997, they fell for a *fourth* time.

But we haven't finished lowering our prices yet! Because starting 17 January, we're cutting our national weekend calls by an additional 10% — from 3.29p to 2.95p per minute. So you can call even more ... and save! See for yourself ...

### Look how low our prices are!

	17 January 1998	With Friends & Family and PremierLine
5 min. national weekend call	14.7p	<b>11.1p</b>

Applies to calls outside the local calling area. Weekend calls begin at midnight on Friday and end at midnight on Sunday. Different prices apply to BT Chargecard calls and calls from BT public payphones. 5p minimum charge per call.

*We're all about lower prices.*

With **price reductions** like these, everyone can agree, 'It's the best time ever to be a BT customer!'



## Great BT Select Services to choose from ...

### Which ones do you want in your ValuePlan?

#### 1. Call Waiting.

When you're on the phone and someone tries to ring you, Call Waiting lets you take the second call, then switch back to the first. It's our most popular service and it's now easier to use than ever! *Normally £1.33 per month.*

#### 2. Call Diversion.

Call Diversion lets your calls follow you to another location. You simply dial a code, then the number at which you can be reached, and your calls are automatically diverted to that number. You pay for the diverted part of the call. *Normally £2.33 per month.*

#### 3. Caller Display.


With Caller Display service and a compatible display phone or unit, you see the number of the person ringing you ... and you can even keep a record of the phone number, time and date of as many as 60 previous calls, depending on the equipment used. *Normally £1.33 per month.*

#### 4. Unlimited Ring Back.

Line engaged? At the touch of a button, Ring Back will keep trying the number — and let you know when the call goes through. And because it's unlimited, you can use Ring Back as often as you like and save the 10p per use charge! *£2.00 per month if you use 20 times.*

#### 5. Unlimited Reminder Call.

Set yourself a reminder or a wake up call whenever you need one with Reminder Call. And don't worry about the normal 20p charge per call. Reminder Call is unlimited with ValuePlans! *Normally £2.40 per month for 12 reminders.*

Open here to see how you can **save from 23% to 52%** with a **Friends & Family ValuePlan!** 

\* A Friends & Family ValuePlan can include the following services: Call Waiting, Unlimited Ring Back, Unlimited Reminder Call, Caller Display, Call Diversion and Call Barring.  
† Minimum term is three months.  
See insert for Important Information.

Choose a  
**Friends & Family  
ValuePlan**  
that's right  
for you and get  
**one month  
FREE!**

We know you like savings and convenience — and that's just what you get with Friends & Family ValuePlans! For one low monthly payment, these money-saving Plans give you a choice of up to 5 BT Select Services\* — plus 250 minutes of local weekend calling each month. And if you don't use that many local minutes, the credit will apply to anything else on your BT phone bill!

Best of all, your first month of a Friends & Family ValuePlan is FREE† when you sign up now to a Twin Plan or above, or upgrade your existing Plan. Simply order before 31 March 1998.

*We're all about the services that fit your life.*



## TWIN

### *Friends & Family ValuePlan*

(Includes any 2 BT Select Services  
PLUS 250 local weekend minutes a month.)

**We suggest:**

1. Call Waiting
2. Call Diversion

Separately at standard prices<sup>†</sup>: £6.16 per month.

**ValuePlan price: £3.95 per month.**

**SAVE £26.52 per year!**

## TRIPLE

### *Friends & Family ValuePlan*

(Includes any 3 BT Select Services  
PLUS 250 local weekend minutes a month.)

**We suggest:**

1. Call Waiting
2. Call Diversion
3. Caller Display

Separately at standard prices<sup>†</sup>: £7.49 per month.

**ValuePlan price: £4.70 per month.**

**SAVE £33.48 per year!**

## ULTIMATE 4

### *Friends & Family ValuePlan*

(Includes any 4 BT Select Services  
PLUS 250 local weekend minutes a month.)

**We suggest:**

1. Call Waiting
2. Call Diversion
3. Caller Display
4. Unlimited Ring Back  
(Price assumes 20 uses)

Separately at standard prices<sup>†</sup>: £9.49 per month.

**ValuePlan price: £5.20 per month.**

**SAVE £51.48 per year!**

## ULTIMATE 5

### *Friends & Family ValuePlan*

(Includes any 5 BT Select Services  
PLUS 250 local weekend minutes a month.)

**We suggest:**

1. Call Waiting
2. Call Diversion
3. Caller Display
4. Unlimited Ring Back  
(Price assumes 20 uses)
5. Unlimited Reminder Call  
(Price assumes 12 uses)

Separately at standard prices<sup>†</sup>: £11.89 per month.

**ValuePlan price: £5.70 per month.**

**SAVE £74.28 per year!**

*Choose*  
the **ValuePlan**  
that's right for  
your family and  
**save**



*Plus*  
get **250 minutes**  
of local weekend  
calling each month!

Your first month is **free** if you choose a Twin ValuePlan  
or above and subscribe before 31 March 1998!

Or, if you would like to order just 1 Select Service, and get  
250 local weekend minutes, give us a call on the number below.

**Complete and return the enclosed Order Form today!**  
Or call **Freefone 0800 102 800** 24 hours a day, 7 days a week.

<sup>†</sup> Excludes Call Waiting special offer for 6 months (£2 per quarter until 30 September 1997)  
and Caller Display special offer (3 months free until 30 April 1998).



Don't miss out.  
**Act now!**

**10%**  
on National calls.

**20%**  
with Friends & Family BestFriend.

**25%**  
with Friends & Family Country Calling Plans.

up  
to **52%**  
with a Friends & Family ValuePlan.

*It's what we're all about.*

To take advantage of BT's exciting  
discounts and services, call **Freefone 0800 102 800**.  
We're here 24 hours a day, 7 days a week.

*Offices in Europe, North America, Japan and Asia Pacific.*

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