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In an effort to avoid the same fate as Phones4U-- specifically that of closing down due to losing support from the major UK mobile carriers
-- Dixons Carphone forms a multi-year alliance with EE.



The retailer already has similar long-term agreements with Vodafone and O2, as confirmed earlier last year.

“This long term partnership with EE takes us in to the next decade with a joint focus on the amazing potential of connected technology, building on EE’s industry-leading 4G network and growing presence in the home," Carphone Warehouse CEO Graham Stapleton says. "Creating deeper relationships with our network partners reinforces the ongoing importance of providing customers with independent advice and deals that are personalised to their needs."

In other words Dixons Carphone customers will be able to pick up a contract with any of the big UK carriers from either Carphone Warehouse, Currys or PC World stores.

Go Dixons Carphone Confirms Multi-Year Partnership with EE