



Easynet Connect speeds up Internet set up and recovery

Better service for business Internet users with 30-day set up pledge and free SMS alerts to allow greater control over their connection

London, 28 August, 2008 – Leading business internet provider, Easynet Connect today launches a 30 working day installation pledge for businesses signing up to its SureStream and EtherStream services* around half the typical quoted installation time for equivalent services. Easynet Connect has also launched a free SMS alert service which keeps customers updated with regular capacity and connection statistics and loss of service warnings within a second of an outage.

The 30-day installation guarantee is the shortest of the few installation pledges currently available on the market and in certain circumstances companies will be able to get full connectivity in as little as 10 days. The pledge is initially available on Easynet Connect's SureStream and EtherStream LLU products and is set to be available on other services in the coming months.

Kev East, IT Support at leading travel specialist Travelmood said of the 30-day pledge: "Having the 30-day installation was important for us as we needed to change our connection as soon as possible. Like many small businesses, we knew the rewards were advantages to getting a new connection and we'd had service issues with our old provider but had put off finding a new supplier because of the perceived hassle of switching."

Initially available to businesses using Easynet's SureStream and EtherStream services, the free SMS alert service provides up to four people per business with regular connectivity updates and statistics. It has been designed to help businesses understand and manage their Internet connection more effectively, reduce the disturbance caused by any loss of service and minimise downtime. The SMS service is part of a range of backup services which ensure customers aren't left without a connection in the event of an outage.

Chris Stening, managing director of Easynet Connect, commented: "Too many businesses receive poor service from their internet provider and our 30 day installation pledge and free SMS updates will help put an end to this. We are looking to reduce the installation times for all of our services and relying on our own un-bundled connections gives us greater control over our connections. Our

LLU network not only provides faster leased line equivalent services but allows faster install times as well. Our SMS service not only helps us get to the bottom of any outages quicker, but also helps users minimise the impact of a loss of service.”

* Subject to capacity at the enabled exchange, line lengths and BT conditions

*****ENDS*****

Easynet Connect is a leading provider of quality connectivity and Internet access for small to medium size businesses. With the second-largest UK network, Easynet Connect works alongside SMBs to assess specific connectivity requirements, offering a range of broadband and support packages to meet individual business needs. SureStream is a dedicated leased line service, with zero contention and speeds of up to 4 Mb and EtherStream is a cost effective, scalable, Layer 2 Ethernet service using Easynet Connect's Local Loop infrastructure, with zero contention ratio and speeds of up to 20Mb.

Editor's notes

About Easynet Connect

Established in 1994 and part of BSkyB Group since 2006, Easynet Connect has the second largest network in the UK with 44,500km of fibre and last mile access to more than 70% of UK businesses via a network of more than 1200 unbundled exchanges.

We were the first provider in the UK to offer DSL services over an unbundled local loop and have pioneered managed LLU services for businesses. Our services range from business class ADSL and SDSL through high quality leased line equivalent and Ethernet based services. Our SDSL coverage is currently the most extensive in the UK.

Easynet Connect's EtherStream™ service is pioneering Ethernet in the first mile allowing businesses to enjoy fast reliable Internet access. EtherStream™ is breaking through the limitations of traditional fibre connectivity.

Our services offer low or zero contention, the option of high speeds of up to 20Mb and are backed up by 24x7x365 UK-based support and Service Level Guarantees.

Easynet Connect's customer base of small to medium sized businesses, ranging from 10 to 250 employees, spans a variety of sectors including media and advertising, construction and financial services.