



Easynet Connect trials first ever 40Mbps Internet over existing copper networks

First ISP doubles data speeds using new broadband frequencies

London, 12 November 2008 – Easynet Connect's SMB customers will be the first in the UK to benefit from a brand new frequency plan, which is set to revolutionise business networks. The new standard will see Easynet Connect provide trial customers with symmetrical, uncontended speeds of up to 40Mbps over an existing copper network with its EtherStream™ service.

The trial 40Mbps [EtherStream](#) service uses the same Layer 2 Ethernet backbone as Easynet Connect's existing 20Mbps service but can now transmit data at higher frequencies, creating symmetrical connection speeds of 40Mbps.

The new 40Mbps [EtherStream](#) service also represents a breakthrough for small to medium sized businesses which would previously have been unable to afford such high data speeds through a leased-line or fibre connection.

Businesses located within one kilometre of one of Easynet Connect's 1,200 exchanges will be eligible for the new package, which Easynet Connect has pledged to install within 30 working days of purchase* – almost half the typical installation time for equivalent services.

Chris Stening, Managing Director of Easynet Connect, said: "By continuing to push the boundaries of what copper networks can deliver, we are able to bring the very best internet connectivity to as many businesses as possible. Achieving 40Mbps proves that with the right technology and innovation, copper-based networks can deliver the quality of Internet connection which UK businesses demand and deserve. Businesses are increasingly reliant upon their Internet connection and the growth of cloud computing and SaaS applications necessitates faster and more reliable Internet connections, which is something that these trials can help us go even further in delivering."

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

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Notes to Editors

About [Easynet Connect](#)

Easynet Connect is a leading provider of quality connectivity and internet access for small to medium size businesses.

Established in 1994 and part of BSkyB Group, Easynet Connect has the second largest network in the UK with 6030km of fibre and last mile access to more than 70% of UK businesses via a network of more than 1,200 unbundled exchanges.

Easynet Connect was the first provider in the UK to provide DSL services over an unbundled local loop and has pioneered managed LLU services for business. The services range from business class ADSL and SDSL through to high-quality, leased line equivalent and Ethernet based services. Our SDSL coverage is currently the most extensive in the UK.

For more information visit www.easynetconnect.net or call 0800 053 1777

Media Contact:

George Wright / Joseph Thomas, Brands2Life, 02075921200, easynetconnect@brands2life.com