



## **Easynet appoints Andy Horn to drive forward UK SME division**

**Easynet reinforces commitment to resellers, innovation and support – cementing reputation as UK’s leading ISP for small businesses**

**London, 23 June 2011** – Easynet has today announced the appointment of Andy Horn as general manager of its UK SME business. Horn will lead the UK operations of Easynet’s SME division, Easynet Connect, and is charged with enhancing its partner and customer relationships. Horn will report directly into David Rowe, CEO.

Horn will steer Easynet Connect’s sales, marketing and channel development initiative. In addition, he will oversee the roll-out of Easynet Connect’s new generation of fibre-based products, which offer speeds up to 100mbps and a 100% SLA to businesses in the London area.

Horn brings to Easynet a gamut of industry experience, having most recently spent four years working as general manager of Colt’s SME Business. His expertise spans from start-up businesses through to major corporations, having also held senior positions with Exodus, Telecity, MCI Worldcom and Mercury Communications. He has a strong, proven track record of growing and developing direct and indirect business across a broad range of solutions, including managed network services, hosting and security.

Commenting on the appointment, David Rowe, said: “We are thrilled to welcome Andy to the organisation. His experience growing Colt’s SME business is testament to his ability to grow and retain customers both directly and via the channel. Andy’s insight perfectly complements Easynet’s commitment to providing bleeding-edge technologies and the best support a small business can get. I’m looking forward to working with him on charting the next stage of Easynet Connect’s evolution.”

Andy Horn said: “I am very much looking forward to leading Easynet’s UK SME operations. The Easynet brand has a great heritage and a strong reputation and its commitment to customer care is held in high regard in the marketplace. In particular, we have a terrific value proposition for

resellers, based on a broad portfolio of unique products, a lucrative commissions structure and the best customer support in the industry.”

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**About [Easynet Connect](#)**

[Easynet Connect](#) is one of the UK's leading providers of quality connectivity and internet access for small to medium size businesses. Its services range from business class ADSL and SDSL through to high-quality, leased line equivalent and Ethernet based services. It is the first ISP to launch a reliable fixed-rate 100Mbps fibre service across London.

Together with the management team Easynet is owned by LDC (Lloyds TSB Development Capital). LDC is the leading mid-market private equity arm of Lloyds Banking Group.

For more information visit [www.easynetconnect.net](http://www.easynetconnect.net) or call 0800 053 1777.

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