



**Easynet Connect challenges the postcode lottery with
Extended Reach EtherStream™**

***Cost effective alternative to fibre brings high-speed internet access
to a further 350,000 UK SMBs***

London, 11 September, 2008 – Easynet Connect, a leading provider of quality connectivity and internet access for small to medium size businesses (SMBs), today announced the extension of its high-speed dedicated leased line internet service, EtherStream™. Previously only an option for businesses within 2.5km of their local exchange, Easynet Connect's premier Ethernet package has now been extended to a 4.5km radius. This opens the service up to a further 350,000 SMBs, making it available to a total of over 1.7million SMBs across the UK. EtherStream™ offers fast scalable broadband to SMBs at a fraction of the cost of a traditional leased line.

More and more small and medium sized businesses have become reliant on fast and secure internet access. Recent research from analyst house Quocirca found that 71% of SMBs would be unable to cope for longer than a day without an internet connection which demonstrates just how critical the internet has become in business. In response, Easynet Connect's EtherStream™ breaks through the physical limitations of traditional fibre-based networks, and opens up high-speed internet access to UK SMBs. In a time of economic uncertainty and budget cuts, EtherStream™ also brings high levels of service and reliability at a fraction of the cost of its fibre-based counterpart.

Extended Reach EtherStream™ is the first service of its kind to make use of innovative copper bonded technology, which uses existing infrastructure and bonds multiple copper lines between the end-user and their local exchange. These multiple lines provide high speed Internet access, as well as ensuring extra resilience should there be a problem with the connection. The launch of the extended reach of the services comes after the extensive testing of 1,400 individual PFP lines across the length of the UK for speed and reliability.

With speeds of up to 8Mb available to SMBs across the UK, depending on location, Extended Reach EtherStream™ is playing a major part in bringing down the geographic barriers to fast, reliable broadband. In turn, Easynet Connect's extensive testing and expert consultancy means that businesses will be given a reliable impression of their real-life connection speeds before they invest, avoiding any confusion about what they should expect from their ISP.

Chris Stening, managing director of Easynet Connect explains: "SMBs shouldn't be held back as a result of their location when it comes to accessing to a fast, reliable internet connection. We already have products like SDSL, which offers high speed, synchronous access to the Internet and is available to more businesses in the UK than any other provider. But we also believe that innovating with trusted IP technologies is the best way to deliver improved dedicated internet access to companies in the here and now as well. Extended Reach EtherStream™ is the next step in bringing cost-effective, high-speed dedicated connectivity to UK SMBs.

Rob Bamforth, Quocirca, comments: "As more and more small and medium-sized businesses regard the internet as the backbone of their day-to-day processes, it is essential that those businesses situated outside the major conurbations are not hindered by their post code. Cost effective business quality internet is a mainstream business requirement, irrespective of location or region. With an economic downturn putting pressure on their business, SMB decision makers should identify providers that offer tailored services to fit their specific needs, as opposed to settling for a one-size-fits-all approach."

Tony Hogg, Technical Director, Orange Information Systems, comments: "The fact that our East London sales office location hampers the speed of our internet connection has always been a frustration for us. Many suppliers had promised improved reliability and speed, but then turned around to let us know that it just wasn't possible. We depend on a fast and secure connection for many parts of our business and Easynet Connect provides the solution to fit our own business need and budget."

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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.

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

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.

One customer using EtherStream is **Blue Index**, one of the UK's leading specialist derivative brokers (Contracts For Differences) with over 50 employees in the City of London. The company selected EtherStream because it provided ample bandwidth and, crucially, had the ability to be upgraded quickly and efficiently to meet the needs of such a dynamic industry. Also, EtherStream overcame issues with the previous supplier where Blue Index experienced five to six second delays. This had a critical impact on the business if some deals were not closed within the required deadline.

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