

## **Smart welcomes Comreg's Paper on Wholesale unbundled access**

### **With launch of lowest cost broadband in Ireland at only 7.64 euro per month**

Dublin, Ireland, June 2008 – Smart Telecom, the next generation Irish telecommunications company has greatly welcomed the publication of Comreg's consultation paper on wholesale unbundled access and see it as the first sign for potential renewed investment in LLU (Local Loop Unbundling) and NGN for Smart Telecom in Ireland.

To further demonstrate Smart's commitment to LLU the Company has today announced Ireland's lowest cost broadband and phone bundle for only €38 in total per month which includes:-

- **Line Rental (€25.36)**
- **1Mbps un-contended (not shared) Broadband (only €7.64)**
- **All Local and National evening & weekend landline calls in Ireland (€5.00)**
- **FREE connection or transfer from another provider**
- **FREE Modem**
- **SAVING €155 per annum over eircom's lowest cost bundle offer**
- **Available to 500,000 homes and businesses within Smart's LLU footprint**

Smart Telecom has also today confirmed that the Company has finalised plans to dramatically increase their LLU coverage in Ireland, pending future changes in LLU and in the regulatory environment which brings Ireland more in line with other European Countries.

Commenting on the news, John Quinn, Regulatory and Development Director commented "We welcome the publication of Comreg's consultation paper on wholesale unbundled access and see it as a step to bring Ireland in line with other European Countries where LLU is thriving. The next wave of regulatory decisions on LLU will have a profound impact on the market and will confirm our own plans to dramatically increase our LLU coverage and indeed our Next Generation Network (NGN). Our launch today of Ireland's best value Broadband and voice bundle demonstrates our commitment to the people of Ireland and shows what can be achieved when LLU is allowed to work"

Ends.

#### **For Further Information please contact**

John McGuinness

Murray Consultants

01 498 0361 / 087 6417451

[jmcguinness@murrayconsult.ie](mailto:jmcguinness@murrayconsult.ie)