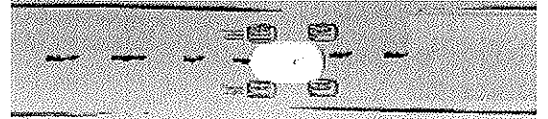
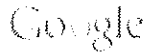


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Smart Telecom takes over Envi

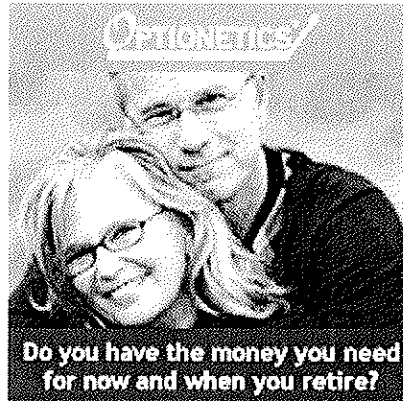
Thursday, 23 August 2007 09:56

Smart Telecom has bought broadband, telephone and digital TV provider, Envi. No financial details were disclosed, but past reports have indicated a figure of less than €500,000.

The acquisition will see Smart Telecom integrate Envi's existing infrastructure and customer base.

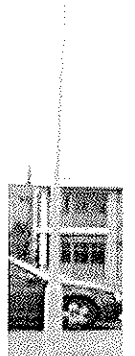
Established in 2004, Envi had invested over €800,000 its network infrastructure.

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Under the terms of the agreement existing Envi staff will now become part of the revitalised Smart which was saved from closure last year by Irish multimillionaire entrepreneur Brendan Murtagh.

Following the €90m refinancing announcement in June, Smart Telecom is now focused on data, broadband and VoIP services to the Corporate, SME and Residential sectors.



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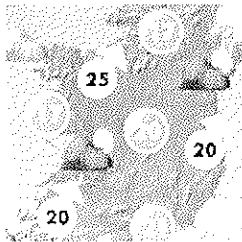


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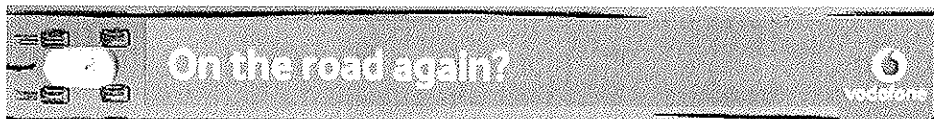
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Industry & Markets

Smart move for Envi

23.08.2007 - Irish telecoms provider Smart has acquired the assets of Envi Communications, a niche Triple Play company offering broadband, television and telephone services in Dublin.

Envi's infrastructure, with over €800,000 of investment, will be integrated into Smart Telecom's, along with its customer base.

A spokesperson for Smart said that acquiring an established customer base of a targeted residential offering adds to Smart's Triple Play service and will benefit Smart's vision.

Envi's service offering is digital home services such as multi-channel digital television, high-capacity broadband internet and digital telephony.

Former managing director of Envi, Colm Hayden, said that its existing customers will continue to enjoy the same services and will also benefit from the acquisition by being able to avail of enhanced offerings from Smart.

"The Envi acquisition is a natural fit for Smart Telecom. Envi's triple play services will become a seamless offering as part of our cutting edge Smart Vision services delivered through our Next Generation Network," said Pio Murtagh, CEO of Smart Telecom.

This acquisition comes shortly after the €90m refinancing plans announced in June, and the recent deal to provide Galway County Council with a next generation network (NGN), which will allow it to connect its Galway City offices to the government VPN (virtual private network).

By Marie Boran

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Smart snaps up rival telecoms firm Envi

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Smart Telecom has confirmed the acquisition of Dublin-based telecommunications company Envi, for an undisclosed sum. Smart said it will integrate Envi's existing infrastructure and customer base. Envi is a triple play company offering broadband, television and telephone services. Established in 2004, Envi had invested in excess of E800,000 its network infrastructure. Under the terms of the agreement existing Envi staff will now become part of the revitalised Smart Telecom Ltd, however Smart Telecom Ltd will not assume any of Envi's existing liabilities. Pio Murtagh, COO, Smart Telecom Ltd described the acquisition as "a natural fit" for Smart.

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Smart buys Envi assets

23/08/2007 - 11:39:42

Smart Telecom has acquired the assets of media company Envi Communications.

Envi offers broadband, television and telephone services. The company's customer base will now be integrated by Smart and Envi staff will join the Smart payroll.

The deal does not include Smart's taking on any of Envi's liabilities.

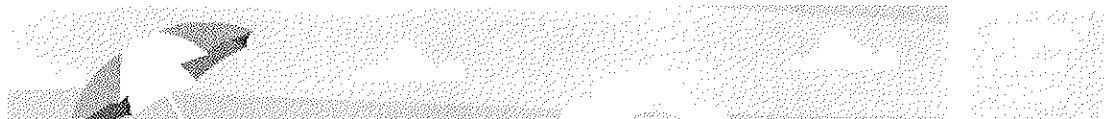
In a statement, Smart said: "Smart Telecom is now focused on data, broadband and VoIP services to the Corporate, SME and Residential sectors."

In June this year, Smart YuRoE Broadband Limited (SYB - formerly Calally) completed a refinancing package of the Smart Telecom group ahead of taking the company private. This followed events last year which hit the company's phone services.

In October last year, the High Court backed a Comreg decision to withdraw the offer of a 3G mobile licence to Smart in February 2006, after the company had problems paying a €100m bond.

At the time of its acquisition by Calally (now SYB), Smart had debts of €40m.

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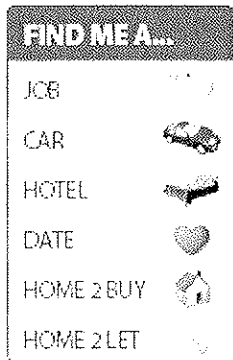
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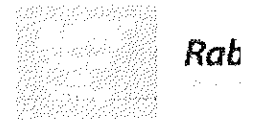
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