

Smart to revolutionise broadband for 49,000 Business Customers

Smart's customised packages offer speeds of between 2Mbps and 15Mbps

Ireland's first mass market symmetrical broadband launch

Dublin, 26th March 2008 - Smart Telecom, the next generation Irish telecommunications company, continued its national rollout of High Speed broadband packages today with the launch of a new suite of High Speed Broadband Business packages.

The customised packages, aimed at providing choice and competition right across the SME market from start-ups to intermediates, consist of 2Mb, 4Mb, 6Mb, 8Mb, 10Mb and 15Mb products with no usage limits and no contention or line sharing.

The new premium class symmetrical services are aimed at larger SMEs and corporate customers and offer symmetrical speeds of between 2Mbps and 5Mbps with higher speeds available on request.

The High Speed Broadband packages are designed to accommodate domain transfer, web hosting, email, IP address, video conferencing, VOIP and enhanced upload requirements.

Today's announcement follows the launch of Smart Telecom's new residential product suite. As the only company in Ireland with a widely available Next Generation Network (NGN), every single Smart Telecom High Speed Broadband package involves no line sharing (uncontended).

Announcing the new products, Smart Telecom, COO, Pío Murtagh, said, "The business markets in Ireland are hugely under-served. Companies who want higher broadband speeds are faced with prohibitive costs so the reality is that many companies are currently operating on residential type speeds that are heavily shared or have restricted usage limits. Smart Telecom aims to bridge the gap that exists between the residential and high-end corporate markets by offering SMEs suitable uncontended speeds at realistic prices. Irish businesses deserve better, both in terms of quality products and in terms of excellent support and critically Smart Telecom delivers on both fronts."

Expanding on the new packages Murtagh highlighted that larger Enterprises were also catered for, "We are delighted to be able to offer Ireland's first comprehensive suite of widely available symmetrical services for the larger enterprise markets. These packages represent the critical needs of the modern enterprises. Increasingly, companies who wish to remain competitive require the same upload and download speeds that enable real time applications, instant access to websites and increased efficiency for video conferencing and Corporate Voice Over IP (VoIP)," he said.

The new High Speed broadband packages will be available to over 49,000 business customers throughout the Smart Telecom exchanges in Dublin, Cork, Donegal, Galway, Laois, Limerick, Louth, Sligo and Waterford.

In addition to a widespread availability, the pricing structure of Smart Telecom's High Speed business broadband package is the most competitive offering in the country with the market leading 15Mb available for €145 per month. To encourage the launch of the new product range within the SME market, Smart Telecom has applied a special discount pricing on the 4Mb, 6Mb, 8Mb and 10Mb products aimed at encouraging the penetration of High Speed broadband in the Irish SME market.

Mirroring its European counterparts, Smart Telecom's pricing structure is designed to make broadband services more affordable for all ranges of companies.

The Smart NGN is the foundation for all Smart Telecom products and services. It comprises of fibre network, unbundled exchanges, licenced microwaves access, network management and processes to offer next generation services to over 550,000 consumers nationwide.
Ends

Smart Telecom New Business Solutions

2Mb €20.00 plus line rental Total Cost: €40.96 per month
4Mb €35.00 plus line rental Total Cost: €45.96 per month
6Mb €65.00 plus line rental Total Cost: €50.96 per month
8Mb €85.00 plus line rental Total Cost: €60.96 per month
10Mb €105.00 plus line rental Total Cost: €85.96 per month
15Mb €135.00 plus line rental Total Cost: €145.96 per month

For Further Information please contact

John McGuinness / Ed Micheau
Murray Consultants
01 498 0361 / 0331
087 6417451 / 086 8037155
jmcguinness@murrayconsult.ie
emicheau@murrayconsult.ie

Smart Telecom:

Smart Telecom provides data, broadband and VoIP services in three distinct market segments in Ireland: Corporate, SME and Residential. The total value of these markets has been estimated at €2.4 billion by telecoms regulator ComReg.

For Full Details on the new products please visit www.smarttelecom.ie

Standard Features:

Smart Small Business Suite (2Mb – 4Mb – 6Mb)

- DSL Router
- Static IP Address
- One domain transfer
- 100Mb Web Hosting
- 25 email addresses

Smart Enterprise Suite (8Mb – 10Mb – 15Mb)

- DSL Router
- Static IP Address
- Two domain transfers
- 200Mb Web hosting
- 50 email addresses

Smart Large Enterprise Suite (2Mb – 3Mb – 4Mb – 5Mb) Symmetrical

- EFM Router
- Static IP Address
- Three Domain transfers
- 300 Mb Web hosting
- 75 email addresses