

Sick of lagging behind? Smart gives Broadband a boot!

Smart Unveils High Speed Residential Broadband from 4Mb to a whopping 15Mb

Smart Next Generation Network Already Available!

Dublin, 2nd March 2008 - Smart Telecom, the next generation Irish telecommunications company, offers fresh hope to broadband subscribers across Ireland with the launch of a comprehensive new suite of High Speed residential packages. The new offering, which consists of 4Mb, 6Mb, 8Mb, 10Mb and a whopping 15Mb, is aimed at dragging Ireland into the top 10 of the European Broadband league.*

As the only company in Ireland with a Next Generation Network (NGN), every single Smart Telecom High Speed package involves no line sharing (uncontended). The standard 4Mb and 6Mb products are tailored to fulfil the needs of most consumers, while the 8Mb, 10Mb and 15Mb products will satisfy the demands of the high-end user who has greater capacity and speed requirements.

The new High Speed broadband packages will be available to over 550,000 consumers throughout the Smart Telecom exchanges in Dublin, Cork, Donegal, Galway, Laois, Limerick, Louth, Sligo and Waterford.

In addition to a widespread nationwide availability, the pricing structure of Smart Telecom's High Speed broadband package is the most competitive offering in the market with the 4Mb available for €15 per month right up to the 15Mb for €45 per month. Mirroring its European counterparts Smart Telecom's pricing structure is designed to make broadband services more affordable for all ranges.

Welcoming the new products, Smart Telecom, COO, Pío Murtagh, said, "Smart Telecom has set a new benchmark for the industry with this announcement. It lays down a marker for every other broadband provider in Ireland. Report after report continues to lament Ireland's lack of broadband uptake and lack of speeds. Today Smart Telecom has taken its first steps in lifting Ireland out of the broadband relegation zone."

Expanding on the new offering, Murtagh said, "We have put together a High Speed residential offering and pricing structure that not only provides the most competitive prices but also provides the right type of products for the variety of broadband subscribers currently in Ireland. Everybody from the typical family users, avid music downloaders, facebookers, beboites right up to photographers, designers and gamers will benefit from these new speeds."

These new broadband packages address the frustration being expressed by many subscribers with other broadband packages and operators in the market. The Smart Telecom NGN enables Smart to provide these unique uncontended services. With IPTV set to be a dominant topic in 2008, these broadband offers are a key component in providing the Irish public with a reliable infrastructure to avail of these new Triple Play services.

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 Residential Products (as part of a bundle)

4Mb	€15.00 plus line rental	Total Cost: €40.36 per month
6Mb	€20.00 plus line rental	Total Cost: €45.36 per month
8Mb	€25.00 plus line rental	Total Cost: €50.36 per month

10Mb	€35.00 plus line rental	Total Cost: €60.36 per month
15Mb	€45.00 plus line rental	Total Cost: €70.36 per month

* The European Competitive Telecommunications Association (ECTA) published broadband penetration figures for June-August 2007 placing Ireland 12th in the list of 15 countries in Europe.

For Further Information please contact

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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.