

Smart Telecom and ESB Telecoms sign deal for nationwide next generation fibre network capacity

Multi-million euro contract could enable Smart to treble current coverage

Smart Telecom now in pole position for increased MAN access and Local Loop unbundling (LLU)

Dublin, Ireland, Monday 30th June 2008 – Smart Telecom, the next generation Irish telecommunications company has today concluded a multi-million euro deal with ESB Telecoms (ESBT) enabling Smart Telecom to provide high capacity Next Generation broadband services throughout Ireland.

The 3-year deal will see ESBT provide Smart Telecom with up to 10Gbps of capacity around Ireland across two national fibre rings spanning the entire country. This new infrastructure, along with changes in the regulatory environment for LLU will potentially allow Smart Telecom to target up to 1.5 million consumers with high capacity broadband services, a threefold increase of its current target market.

Smart Telecom will use this capacity to provide for the rollout of high capacity business and residential services, including IPTV. With the impending 'Next Generation' strategy due for publication by the Minister for Communications, Eamon Ryan, later this week, Smart Telecom's enhanced capacity will also potentially enable a significant increase in Smart's LLU (Local loop unbundling) coverage. This unbundling rollout will be dependent on the future regulatory environment.

Commenting on the announcement, John Quinn, Regulatory and Development Director, commented: "Today's deal with ESBT is a further commitment by Smart Telecom to rollout next generation networks (NGNs) and services to the people of Ireland and being fibre based, will reduce our carbon footprint due to lower power requirements than copper based services. ESBT has demonstrated an ability to provide superb support and extremely high capacity services. While other providers are reducing investment, Smart Telecom continues to invest in Ireland's next generation networks and fibre future."

Tom Bambury, General Manager ESBT, said this deal with Smart Telecom will provide greater services to consumers. "ESBT is pleased to provide the necessary infrastructure to Smart Telecom to provide greater capacity and wider choice to their customers. I am particularly pleased that ESBT's high capacity Fibre Network is helping Smart Telecom to reduce its carbon footprint."

Smart Telecom has continued its national rollout of High Speed broadband packages throughout 2008, launching new suites of High Speed Residential & Business Broadband packages. These customised packages are aimed at providing choice and competition right across the market from the average household, to start-ups to intermediates and consist of 1Mb, 4Mb, 8Mb, 10Mb, and 15Mb products with no usage limits and no contention or line sharing.

Existing High Speed packages are available to over 550,000 consumers throughout the Smart Telecom exchanges in Dublin, Cork, Donegal, Galway, Laois, Limerick, Louth, Sligo and Waterford.

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Editors Note:

Smart Telecom

Smart Telecom provides data, broadband, TV 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

ESB Telecoms, a wholly-owned subsidiary of ESB, is the leading independent provider of wholesale telecommunications services in the Irish market. ESB Telecoms' network includes a 1300km nationwide fibre optic network, 14 Points of Presence (PoPs) and a portfolio of over 300 strategically positioned radio sites throughout the country. The network is connected to many of the e-net managed MANs as well as various key Data Centres in the Dublin area. A recent Comreg report found ESBT had 42% of the broadband network by volume, contributing to real competition in the telecoms sector.