

SMART BUNDLE FOR XMAS

SMART TELECOM OFFERS FREE 12-MONTH 3MB BROADBAND DEAL

Dublin, 15th November 2007 – Christmas has come early for Irish consumers with the news that Smart Telecom, the next generation Irish telecommunications company, has today launched a free 12-month 3MB broadband offer to attract new residential customers.

The Christmas Bundle includes a number of attractive offers starting with 12 months free 3MB uncontended broadband as part of a package including voice services from €10 per month excluding line rental. * New Customers can avail of these bundled offers from today until the 31st December 2007 and also includes a 5% discount on International calls. New and existing customers can also avail of the offer on upgraded packages up to 7MB.

Today's announcement is the first in a series of initiatives aimed at re-establishing Smart Telecom in the residential market. The campaign is aimed at encouraging new residential customers to take up the uncontended broadband offer, providing no download limits, faster speeds and current number retention.

The Smart broadband product addresses the frustration being expressed by many subscribers with other broadband packages and operators in the marketplace. By availing of the offer, customers will have the infrastructure in place to avail of the revolutionary IPTV services set to be launched in early 2008.

Commenting on the Christmas Bundle, Pío Murtagh, COO, Smart Telecom, said, "Since our refinancing announcement in June, we have been working tirelessly to ensure our existing customer base is provided with 'best in class' products and services, particularly within the corporate and SME sectors.

"We are now restructured and ready to redevelop the residential market and are in a strong position to re-establish Smart Telecom as the telecom provider of choice. The performance of our products is far superior to what is currently on offer in the Irish market and we are delighted to offer this exceptional introductory offer to new customers."

Murtagh continued, "Our NGN network and inter-operator migrations capabilities enable us provide this unique 3MB uncontended offer. With IPTV services set to be the dominant topic of 2008, this broadband offer is a key component in providing the Irish public with a reliable infrastructure to avail of these new Triple Play services."

Revolutionising its IPTV offering, Smart Telecom recently announced, it was making a €2.5 million investment in a new state of the art MPEG 4 IPTV headend and middleware solution with French provider, Thomson. The new IPTV platform will enable Smart Telecom to deliver its new digital services of over 100 TV and Radio channels to an addressable 550,000 homes across Ireland.

The new IPTV services will be rolled out on the company's Next Generation Network (NGN) which enables Smart Telecom to offer the three services at a reduced cost. Operating under the Smart Vision brand, users can enjoy Television, Broadband and Telephone as a combined package with the added benefit of just one monthly invoice.

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

Ends

*The standard €10 per month Christmas Bundle includes 12 months free 3MB Broadband as part of a 24-month contract. Line Rental is charged at €XXX.

Bundle Options include:

- 6 months free 3MB Broadband as part of a 18-month contract.
- 3 months free 3MB Broadband as part of a 12-month contact.

For Further Information please contact:

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Notes to editor:

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.