

IRISH BROADBAND OFFICIALLY LAUNCHED BY MINISTER AHERN

Irish Broadband, specialists in broadband wireless Internet access, and a wholly owned subsidiary of NTR plc, Ireland's leading private sector developer of public infrastructure, today (8th May 2003) launched its, fixed price "Always-on", broadband internet services in Dublin. Mr. Dermot Ahern TD, Minister for Communications, Marine and Natural Resources officially launched the company which is planning to roll out on a nationwide basis over the coming months.

Speaking at the launch of Irish Broadband, Minister Dermot Ahern T.D. said: "The launch of this product is further proof of the major strides being made by telcos in delivering on the broadband revolution. Since becoming Minister I have placed at the top of my agenda the delivery of affordable, always-on Internet access. The message to service providers and telcos from me has been to drop price and grow your customer base. We have seen significant price cuts and more are on the way."

Irish Broadband is the first company to introduce guaranteed broadband connection speeds, offering wireless leased lines equivalent quality at DSL prices. DSL connections are shared with between 24 and 48 other users. Irish Broadband customers only share the service with between 4 and 8 other users, so customers have superior speeds, and quality of service.

"We offer the only true flat rate service at all levels, and we have no extra charges on any of our services. So users can download as much as they want without being penalised for it" said Paul Doody, Managing Director. "For too long customers have had to put up with complicated pricing structures. Irish Broadband want to get rid of all these complicated schemes and give consumers full transparency of all prices and products. People want to know exactly how much they are being charged for a service. Irish Broadband provides just that."

The Irish Broadband network is already up and running throughout South Dublin and the City Centre having secured high sites in Donnybrook, Three Rock, Sandyford, Tallaght, Blackrock, The Guinness Storehouse Brewery and Fitzwilliam Square. Irish Broadband will be announcing further roll out in North Dublin and surrounding counties in quick succession over the coming months. The company have increased their staff numbers to deal with the significant demand for the service.

The company aims to become one of the leading dedicated broadband providers in Ireland across both corporate and residential markets. By providing last mile connectivity using wireless technology, Irish Broadband are meeting the rising demand for cheaper, more reliable broadband services whilst bypassing the need to lay new fiber or launch expensive satellites.

As well as its initial launch and roll-out in Dublin and throughout Ireland, Irish broadband is actively pursuing opportunities in Northern Ireland and Britain.

Wireless broadband Internet access has become a major focus in the international telecoms market. Countries as diverse as China and Japan to the USA are using the technology to deliver high speed Internet access. The technology itself is robust and rapidly evolving from Line of Sight to non Line of Sight, with improvements rolled out to the market regularly.

Managing Director Paul Doody has six years experience of the Irish Telecoms sector and was previously Managing Director and co-founder of Switchcom. Jeremy Nel, Technology Director, was the founding investor and a Director of MegaWan, a South African broadband wireless Operator.

Enquiries

Orla Duffy

Head of Marketing Communications

Irish Broadband

+00-353-1-481 8400

orla.duffy@irishbroadband.ie

Or

Nigel Heneghan

Heneghan Public Relations

+00-353-1-6607395

nigel@hpr.ie