

**29th September 2005**

## **MAJOR €1 MILLION MARKETING SPEND ANNOUNCED BY IRISH BROADBAND**

Irish Broadband has today (Wednesday 28<sup>th</sup> September) announced a major €1 million marketing campaign to the end of 2005. The objective of the campaign will be to demonstrate that wireless broadband from Irish Broadband is the most convenient, flexible and most cost effective for consumers.

The campaign involves the full array of television, press, on-line and radio and features the slogan: 'Some things don't work without lines, but our broadband does...'. It is designed to highlight the key advantages of plug-and-play wireless broadband over traditional Internet technologies that require a phone line, no line rental charges, no connection fee\* and no minimum contract (applies to promotional broadband offer). The television commercial will commence on Monday 3<sup>rd</sup> October.

"Traditional telephone lines are a thing of the past, not the future. The Irish homes and offices of the future will use mobile, VoIP and WiMAX plug-and-play wireless broadband Internet technologies to communicate with each other," said Paul Doody, Managing Director, Irish Broadband. "Fixed-line DSL is simply not compatible with our wireless future. The countdown to plug-and-play has begun."

Plug-and-play is a new way for consumers to purchase wireless broadband. Costing only €18.95 per month, plug-and-play wireless broadband comes straight out-of-the-box and is simply plugged into a PC (or laptop) to provide an instant, fast wireless broadband Internet connection.

"Because plug-and-play comes straight off the shelf, no phone lines are needed to use the service, thereby saving users hundreds of euro annually on usual line rental charges associated with DSL," said Orla Duffy, Head of Marketing, Irish Broadband. "With this product, we intend to be at the forefront of providing Irish consumers with the best technological options for broadband in terms of both quality and service."

Plug-and-play wireless broadband is increasingly being seen by service providers around the world as one of the best ways of commoditising broadband services for time-sensitive, value-seeking consumers who are turning their backs on traditional fixed-line telecoms services in favour of mobile and wireless solutions.

The new campaign represents the first major advertising spend by Irish Broadband since it secured over €30m in two rounds of funding earlier this year, and is the most visible sign yet that the company is determined to herald in a new era of plug-and-play wireless broadband Internet technology and services in Ireland.

The above-the-line campaign is set to run until Christmas and will be seen by over 90% of available audiences before year end. The campaign was produced by Leo Burnett Associates.

Irish Broadband provides fast, always-on, wireless broadband Internet services to Irish homes and businesses. Services are currently available to customers in the cities of Dublin, Cork, Limerick, Waterford, Galway, Bray, Drogheda and Dundalk.

**\*Promotion: Free connection until December 30<sup>th</sup> 2005 (Normal connection fee €99) on Ripwave broadband service at €18.95 (Incl VAT) a month**

(Ends)

Issued on behalf of Irish Broadband by Heneghan PR.

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**About Irish Broadband:**

Irish Broadband is a subsidiary of NTR plc and is Ireland's leading provider of wireless broadband to business and residential customers. Irish Broadband builds and owns a proprietary wireless broadband network that provides always-on leased line alternative at DSL prices. Irish Broadband currently holds 3.5GHz spectrum licenses in 16 regions around Ireland including Dublin, Cork, Galway Limerick, Waterford, Drogheda and Dundalk.

For more information, visit **[www.irishbroadband.ie](http://www.irishbroadband.ie)**