



14th January 2008

Irish Broadband Announces New Marketing Campaign

14th January 2008. **Irish Broadband**, today announced details of its latest advertising campaign, totalling a spend of **€1.5 million**. The theme of the campaign is '*Set Yourself Free from the hidden extras with Irish Broadband*'. The campaign highlights the fact that Irish Broadband customers can free themselves from the hidden charges prevalent in the offerings of most other broadband providers, such as download limits, phone call and line rental costs.

The extensive campaign will run across TV, radio, print and online media. The design and creative concept was managed by Irish Broadband and Leo Burnett Associates in Dublin. The animation content was produced by Windmill Lane Studios.

Iris Daly, Marketing Manager, Irish Broadband commented:

"Typically, the New Year is a busy sales period for Broadband operators. Many people received computers as Christmas gifts, or are interested in improving their lifestyles in 2008, so they are looking for quality broadband solutions. Our campaign seeks to benefit these consumers, by highlighting the fact that the Irish Broadband's offering does not include any extra costs or hidden charges".

Irish Broadband is Ireland's leading wireless broadband provider and currently services over 50,000 residential and business customers in this country.

Irish Broadband offers both high speed wireless 'Broadband in a Box' from only €18.95 per month and fixed line (DSL) broadband from €21.95 per month. In addition, Irish Broadband Talk allows consumers to make unlimited phone calls to Irish and UK landlines over their broadband connection from as little as €9.99 per month using VoIP technology.

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