

**21<sup>st</sup> February 2006**

## **SENIOR APPOINTMENT AT IRISH BROADBAND**

Christina Byrne has been appointed as Head of Customer Service & Network Operations to **Irish Broadband**, Ireland's leading wireless broadband service. Christina will be responsible for all areas of customer relationship management.

Christina joins Irish Broadband from BT Ireland where she held the position of Customer Services Director. While working at BT Ireland, Christina also took an additional responsibility for business sales activity of Esat BT Business. Christina previously held customer service management positions in Creative Labs Limited and Dell.

Neil Parkinson, Chief Executive, Irish Broadband, said: "Christina's appointment underpins our recognition of the need for effective and successful customer relationships. Due to a huge surge in demand for Irish Broadband's services, there have been some customer service issues, which we recognise. We have already addressed most of these issues and are now looking at enhancing the level of service for all our customers."

Irish Broadband's range of high-speed, always-on broadband Internet solutions start from €18.95 per month including VAT for residential customers and €40 per month ex VAT for business customers. Available bandwidth sizes range from 512kbps right up to 6MB and un-contended leased-line equivalents are available, providing savings of up to 70 per cent on copper and fibre line alternatives.

(Ends)

Issued on behalf of Irish Broadband by Heneghan PR

### **Enquiries**

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**About Irish Broadband:**

Irish Broadband obtained a telecommunications licence from the Office of the Director of Telecommunications (ComReg) in July 2002 and began customer connections in August 2002. In November 2003, Irish Broadband was awarded seven licences by ComReg in the 3.5GHz band to provide fixed wireless access in Dublin, Cork, Limerick, Galway, Waterford, Drogheda and Dundalk. In June 2004, Irish Broadband was awarded a further six licences in respect of Athlone, Arklow, Ennis, Kilkenny, Letterkenny, Newbridge, Portlaoise, Wexford and Carlow.

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