

Sunday Times

Client:

NTR

Date:

5/2/06

# Irish Broadband lands Parkinson

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## Brian Carey

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most experienced executives in the Irish telecom sector.

He worked as finance director alongside Denis O'Brien and when Esat was sold to BT in 2000, Parkinson became a millionaire and was elevated to chief executive.

Irish Broadband has been growing rapidly in recent

months and is now estimated to have 20,000 subscribers. The company raised €25m in January, its third fund-raising in just over a year. The company is backed by concrete millionaire, Dermot McKeown of Kilsaran, who took an initial 23% stake for €18m. The firm also raised €13m through the issue of a high-yield loan note through NCB.

It is understood that Parkinson was hired to advise on the

expansion of Irish Broadband's business and the management of its customer acquisition programme.

The most recent figures show that there were 250,000 broadband subscribers in Ireland to the end of September last.

Irish Broadband has set a target of 70,000 subscribers by the end of this year. BSkyB last week announced that it plans to enter the Irish broadband market within the next 12 months.



Parkinson: broadband role

NEIL PARKINSON, who was one of the driving forces behind Esat Telecom, is being lined up to assume a senior executive role at Irish Broadband. Parkinson has been retained as a consultant with the NTR-backed company for several months working alongside founder and chief executive Paul Doody.

Parkinson, who is a non-executive of directory inquiries firm Conduit and AIM-listed computer firm Calyx, is one of the