

Smart to offer "LineMax" broadband up to 24Mbps

Uncontended (not shared) broadband for €45 per month

Existing 15Mbps customers will be upgraded for free

Dublin, 1 September 2008 – Smart Telecom, Ireland's Next Generation Broadband company, has today launched its new "LineMax" high speed broadband product which offers download speeds of up to 24Mbps.

This new service will offer one of Ireland's fastest broadband products, with no contention (no sharing) for both residential and business customers. Smart Telecom's existing customers with a 15Mbps service will be upgraded free of charge over the coming period. A free wireless modem is offered with orders placed online.

Commenting on the launch, John Quinn, Regulatory and Development Director, commented: "We are continually working to bring the fastest, uncontended (not shared) broadband speeds to the people of Ireland. Unlike our competitor's DSL offerings or services offered over cable or wireless, our products are not contended (shared) with other customers, people get the bandwidth they pay for.

"It's interesting to note that eircom's product of up to 7.6Mbps costs €3.40 more per month and is THREE times slower than Smart's uncontended 24Mbps service."

The Smart NGN is the foundation for all Smart Telecom products and services. It comprises of fibre network, unbundled exchanges, licenced microwaves access, network management and processes to offer next generation services across the country.

Existing high speed packages are available to over 550,000 consumers throughout the Smart Telecom exchanges in Dublin, Cork, Donegal, Galway, Laois, Limerick, Louth, Sligo and Waterford.

Earlier this year, Smart Telecom launched new high speed broadband packages, including Ireland's first mass market symmetrical broadband offering, to over 49,000 business customers throughout the company's exchanges.

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For Further Information please contact

John McGuinness / Ed Micheau

Murray Consultants

01 498 0361 / 0331

087 6417451 / 086 8037155

jmcguinness@murrayconsult.ie

emicheau@murrayconsult.ie

Smart Telecom:

Smart Telecom provides data, broadband and VoIP services in three distinct market segments in Ireland: Corporate, SME and Residential. The total value of these markets has been estimated at €2.4 billion by telecoms regulator ComReg.

For Full Details on the new products please visit www.smarttelecom.ie

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