

## **MEDIA ALERT**

### **iiNet flags imminent Naked DSL Launch**

#### **Naked DSL information and registration site now open**

**01 November, 2007** – In a clear signal that its customer trials have been successful, iiNet Limited (ASX: IIN) today opened an information and registration website, [www.iinet.net.au/gonaked](http://www.iinet.net.au/gonaked) in preparation for the launch of its Naked DSL product later this month.

At the website, potential customers or interested parties are able to learn about Naked DSL and its consumer benefits, and can also register their interest in the new product. iiNet will use the registrations to update individuals on the availability of Naked DSL.

Naked DSL enables eligible customers to have fast broadband without the need for a landline phone service, eliminating costly phone line rental fees. Customers can still receive and make phone calls through their Internet phone service, which allows additional savings on Internet calls, compared to standard landline call charges.

Michael Malone, iiNet's Managing Director said Naked DSL released customers from their costly landline phone service.

"This is a significant step forward in the evolution of broadband services for Australian consumers. We are all increasingly relying on mobile phones and the Internet for making our phone calls," he said. "Many people are now paying for a compulsory landline phone service they just don't use."

"Naked DSL will save people monthly phone line rental fees whilst still providing full speed ADSL2+ broadband with a broadband phone service that provides far cheaper call rates than a landline phone service."

Pricing for the new Naked DSL product is expected to begin at around \$10-\$15 a month less than consumers typically pay for their broadband and line rental at the moment.

iiNet has been testing its Naked DSL product over the past two months and has reported positive feedback from the trial participants. iiNet plans to launch the product for general sale later this month.

For more information about Naked DSL, please visit, [www.iinet.net.au/gonaked](http://www.iinet.net.au/gonaked)

**About iiNet**

iiNet is an Australian Internet pioneer, having begun in Western Australia in 1993. Now Australia's third largest ISP, iiNet has built a reputation for providing innovative, quality and value Internet products, and friendly 24-hour customer service and support. iiNet has led the nation by building its own high speed broadband network and the largest deployment of Voice over the Internet.

Naked DSL is just the latest initiative from iiNet following a long history of innovative products and services.

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