

Media Release

Embargoed until 8am EST 11th August 2009

Australia, meet BoB.

11 August 2009: iiNet Ltd (ASX:IIN), Australia's third largest ISP, would like to introduce BoB™ - the ultimate all-in-one home communications solution, exclusive to Australia.

The brainchild of iiNet and Belkin, he's been custom-built with plug-and-play internet and phone, comes loaded with the latest technology (think set-top box, USB storage and gaming console compatibility) - all packed into a sleek black glass-look unit that's designed to be displayed.

"We developed BoB from the ground up with the aim of making in-home communications simple and attractive – there's no other product like him in the Australian market," says Michael Malone, iiNet's Managing Director.

Available exclusively to new and existing iiNet customers, BoB is more than just a modem/router; he has an optional phone handset and connects multiple devices simultaneously, including home wireless and wired computers, entertainment platforms like Xbox and USB storage devices. He's even a charger for devices like iPods and Blackberrys.

"To ensure Belkin launch a product specifically built for an Australian ISP and, more importantly, a product relevant for the Australian consumer, our Product Development team in Australia (headed by Anthony Malone) has worked closely with the iiNet team. We've worked together from concept through to production - the enclosure and technical specifications were designed by our local team. Both companies can be proud of creating an Australian designed product for an Australian audience," says Simon Watt, Belkin's ISP Sales Manager.

"iiNet has customers from all walks of life, so we've made sure BoB's really easy to set-up. You just plug BoB in and he automatically downloads what you need to get online, meaning you're up and running in minutes without having to mess about with settings," says Mr. Malone.

"The combination of a supercharged wireless performance and range through wireless 'N' technology and BoB's attractive looks, means he can take pride of place anywhere in the home without compromising a customer's technology experience."

BoB comes with an optional cordless phone handset which, combined with iiNet's Naked DSL (broadband without a phone line), enables users to make cheap calls over the internet as though they're using a landline phone. He can even connect up to five phone handsets in one house.



“iiNet’s Freezone comes free as part of the BoB package, giving customers access to quota-free content like Apple iTunes, Barclay’s Premier League, Xbox LIVE, ABC iView and Investec Super 14’s Rugby. Combine this with future IPTV prospects and, well, BoB really is cool,” says Mr. Malone.

- ENDS -

For further information, product shots or interviews, please contact:

Michael Malone
Managing Director, iiNet
P: 08 9214 2207

James Keulemans
Statecraft
M: 0421 633 841

About iiNet

iiNet was established in 1993 and listed on the ASX in 1999, growing from a small Perth business into the third largest Internet Service Provider in Australia. The Company now supports over half a million broadband, telephony and dial up services nationwide, with revenues of over \$400m, and proudly employs around 1300 people in Perth, Sydney, Auckland and Cape Town.

iiNet’s goal is to lead the market with the best internet access products and then differentiate with genuine, plain speaking customer service. The company has its own high speed ADSL2+ network reaching around 4 million households across Australia, the largest Voice over IP network in the country, and is delighted to have led yet again with Naked DSL, recognised by PC User Magazine as the 2007 Product of the Year.

About Belkin

Belkin International, Inc. offers an extensive range of innovations designed to give computer and consumer electronics users seamless integration in their homes, cars, and on the go. Belkin, a privately held company founded in California in 1983, is the recognized global leader in connectivity solutions. Our diverse and far-reaching product mix includes award-winning innovations for easy-to-use networking solutions, accessories for iPod players, and innovations from our laptop@home line.