

MEDIA RELEASE:

[iiNet Means Business: First Carrier to Launch SIP Trunking to Australian Small Business](#)

9th December 2008, iiNet Limited (ASX:IIN) today announced the launch of its new SIP Trunking product, adding to its range of services targeted at small to medium business customers. SIP (Session Initiation Protocol) Trunking offers business grade voice over broadband, sidestepping costs associated with traditional telephone systems.

“With SIP trunking, customers can save anywhere from 20–80% on their existing service and call costs. Call quality and fault restoration service levels are also factored in for your assurance,” said Andy McIntyre, GM Sales and Marketing, iiNet.

SIP trunking only charges the customer for the lines needed to maintain a balance for their business, thereby avoiding rental fees for idle lines. On top of this, as a significant number of calls travel over iiNet’s own IP network, they are delivered at a fraction of the traditional cost.

“If you have ten telephone services within your business, the chances of all ten being utilised every second of the day are pretty slim. With standard PSTN lines you’d be paying line rental for each individual line. SIP Trunking means you’ll still have your ten extensions, but only pay line rental for around half that” said McIntyre.

Other SIP Trunking features include low line rental rates, direct in dial numbers, local and long-distance calling, 20c per minute mobile calls, no flagfall charges, free internal extension dialing, call detail records and caller ID.

“The nature of this product means a big education process is needed, not only with the end user but also our agents installing and supporting the product at customer premises. To support this, we will be providing our agents with relevant product information and resources through our reseller portal.” concluded McIntyre.

iiNet continues to expand its presence in the small to medium size business market, offering clear alternatives to the major players. The SIP launch comes off the back of a number of new iiNet small business products including Business Naked DSL, Annex M, VPN, Multiline VoIP and anytime quota for all Business Broadband plans.

To learn more about SIP Trunking, contact the iiNet business team on 13 24 49 or visit www.iiNet.net.au.

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For further information or interviews, please contact:

James Keulemans
Statecraft
M: 0421 633 841

Andy McIntyre
iiNet GM Sales and Marketing
P: (08) 9213 1389

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 dial up, broadband and telephony services nationwide, with revenues of over \$400m, and proudly employs more than 1400 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.