

## Media Release

### [iiNet Goes Naked](#)

#### **Super-fast broadband and telephone now available without costly landline**

**15 November, 2007** – [iiNet Limited](#) (ASX: IIN) today announced the launch of its [Naked DSL](#) broadband service, making iiNet the first Australian ISP to offer the service on a wide-scale, national basis through its ADSL2+ network.

Naked DSL enables customers to have fast broadband at home or at their business without the need for a landline phone service, eliminating costly monthly line rental fees. Customers can receive and make phone calls through their broadband service, enabling additional savings on Internet calls when compared to traditional landline phone call charges.

“Many Australians have wanted to get rid of unnecessary landline expenses for some time now, and iiNet has worked hard to provide an innovative, cost-effective Naked DSL service which liberates consumers from old analog technology,” said Michael Malone, iiNet’s Managing Director.

“Through our national ADSL2+ network, we’re pleased to deliver Australians another first with our wide-scale Naked DSL offering that will save consumers money every month and enable them to take full advantage of what super-fast broadband provides.”

“Landline phone services are old technology that simply won’t keep up with the needs of Australian consumers in the 21<sup>st</sup> Century.”

“Consumers have been telling us they only have the phone connected at home to gain access to ADSL broadband.” Mr Malone said.

“Naked DSL finally allows consumers to only pay for what they need.”

iiNet conducted research into phone usage Australia wide and found 3/4 of calls made were local or national. iiNet’s Naked DSL will provide huge savings not only by eliminating monthly line rental but also by including free local and national calls on iiTalk.

#### **Benefits of iiNet Naked DSL**

- Free local and national calls and dramatically cheaper international and mobile rates through the iiTalk broadband phone service
- Eliminate landline phone service, saving up to \$30/month for residential customers, more for business customers
- Customers can keep their existing phone number in most cases
- Competitively-priced home plans from just \$49.95/mth for residential and \$84.90/mth for business plans, all with included iiTalk

In its continued quest to provide the technologies and products that customers really want, iiNet conducted significant market research and extensive testing of the product over the past three months with trial users, prior to developing and launching Naked DSL.

#### **Key Findings – Market Research**

- Up until now, wireless internet has serviced the market of consumers wanting internet access without a landline phone service. iiNet's Naked DSL can now offer freedom from paying for a landline phone service, whilst also providing access to ADSL2+ speeds.
- Consumers' current usage habits drove their choice of the Naked DSL plan. The iiNet Naked DSL offering proved popular because it matched current consumer needs.

For more information and to determine if your landline and circumstances are suitable for iiNet Naked DSL, visit [www.iinet.net.au/gonaked](http://www.iinet.net.au/gonaked) or call 13 19 17

**ENDS**

#### **About iiNet**

iiNet is one of Australia's Internet service pioneers, 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.

#### **For further information or interviews, please contact:**

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*Please note interviews with trial participants can be arranged on request.*

## iiNet Naked DSL plans

### Residential Plans

Rumba Product Name	Monthly Fee	Down/Up Speed**	Quota*	
			peak	offpeak
Naked DSL Home 1	\$49.95	ADSL 2+	2	2
Naked DSL Home 2	\$59.95	ADSL 2+	3	6
Naked DSL Home 3	\$69.95	ADSL 2+	10	20
Naked DSL Home 4	\$79.95	ADSL 2+	15	30
Naked DSL Home 5	\$89.95	ADSL 2+	30	60
Naked DSL Home 6	\$119.95	ADSL 2+	65	65

\*Uploads and Downloads count towards Quota

\*\*Shaped at 64k/128k

Peak period: 12noon to 2am

Offpeak period: 2am-12noon

### Business Plans

Rumba Product Name	Monthly Fee	Down/Up Speed**	Anytime Quota*
Naked DSL Business 1	\$84.90	ADSL 2+	5
Naked DSL Business 2	\$104.90	ADSL 2+	35
Naked DSL Business 3	\$124.90	ADSL 2+	65
Naked DSL Business 4	\$154.90	ADSL 2+	100
Naked DSL Business 5	\$184.90	ADSL 2+	150
Naked DSL Business 6	\$324.90	ADSL 2+	250
Naked DSL Business 7	\$624.90	ADSL 2+	500

\*Uploads and Downloads count towards Quota. Anytime quota does not differentiate between peak and offpeak times.

\*\*Shaped at 128k/256k

## iiTalk – broadband phone service

ALL NAKED DSL PLANS (both Home & Business) COME WITH	
Naked iiTalk Home	
Monthly Fee	Free
Local Calls	Free*
National Calls	Free*
Calls to Mobiles	29c/minute
International Calls	from 5c/minute
iiNet iiTalk/VoIP to iiTalk/VoIP	Free
Call Connection Fee	None
OTHER FEATURES	
Payment Terms	CC/DD
Web Space	30MB
Roaming Dialup Account	Yes
Shaped	Yes
Email Addresses	10
Email AV/AS Protection	Yes
Domains/Sub-domains	Can attach

\* Subject to fair use policy