

Media Release

Perth residents urged to say “I do” to iiNet

1 December 2010: iiNet, the largest Perth-based internet service provider, has encouraged residents who are unhappy with their internet service to ‘get a divorce’ from their current ISP and switch to iiNet this Friday, to receive a \$100 credit and a long internet life of awesome customer service.

Recent research carried out in Perth by iiNet* revealed that of broadband customers that were unhappy with their ISP, 55% stated that existing contracts and costly exit fees were among the key reasons for not changing their provider.

Sam McDonagh, iiNet’s Chief Sales and Marketing Officer, said the aptly named ‘Divorce your ISP Day’ is the perfect time for those who have wanted to switch to iiNet, but felt hamstrung by contract and exit fees.

“We’ve listened to local residents and research has found that iiNet is the most considered brand amongst people who would like to switch. Our \$100 incentive to switch this Friday will make the process of exiting a contract far less costly,” Mr McDonagh said.

“We pride ourselves on customer service and value the contribution our customers bring to our business. Divorce your ISP Day gives Perth residents an opportunity to become part of the iiNet family.”

To divorce your current ISP, phone iiNet on 13 19 17 on Friday 3 December and say ‘I do’.

For more information on the iiNet, visit www.iiNet.net.au

*Research conducted on behalf of iiNet by global market research firm, Synovate. Research group = 917 Perth residents aged between 25 and 54.

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About iiNet

iiNet is Australia’s second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.



WINNER
Innovation – Large
Company Award,
*ACOMMS Communications
Alliance & CommsDay
Awards 2010*



National Large Business - iiNet
WA Large Business - iiNet
WA Service Excellence in a
Contact Centre – Westnet
*Customer Service Institute of
Australia (CSIA)*



WINNER
Carrier of the Year Award,
Highly commended - iiNet’s
‘work from home’ program,
*Australian Telecommunications
Users Group (ATUG)*

A full list of current awards
can be seen at iiNet Awards



We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.