



Media Release

'Get your geek on' as iiNet searches for the country's Top Geek

8 December 2010: Australia's second largest DSL provider, iiNet, encourages all Australians to 'get their geek on' as they search for the country's Top Geek – a competition launched to celebrate geek chic.

The iiNet Top Geek search will see geeks from all walks of life embrace their talents and compete for the title and major prize – an all expenses paid trip to the United States to attend one of four 'geek' events including Comic Con, Consumer Electronic Show (CES), South by Southwest (SXSW) or Penny Arcade Expo (PAX).

Entrants are required to produce a short video explaining why they are a Top Geek and a judging panel, which will be announced in the coming weeks, will set geek-specific challenges to put finalists through their paces. Along with public voting, a winner will be announced in February.

Sam McDonagh, iiNet's Chief Sales and Marketing Officer, said the search for iiNet's Top Geek was inspired by the passionate people who work behind the scenes at iiNet.

"At iiNet, we are surrounded by passionate people who are really good at what they do. Their dedication and eagerness to learn has showed us that being a 'geek' requires intelligence, confidence and an element of 'cool'.

"The competition is open to any type of geek – whether you're a skater girl, manga-loving otaku, computer nerd, music fan, or history buff – we want to hear from you.

"We encourage everyone to get involved by entering themselves or someone they know and sharing their favourite geek with their friends and family via their own social media accounts."

To enter the search for iiNet's Top Geek, or to read the competition Terms and Conditions, check out www.topgeek.iinet.net.au

For more information on iiNet visit www.iinet.net.au.



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](http://iinet.net.au/awards)

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For further information or interviews, please contact:

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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.

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.