

## iiNet Collects Another Award

### Australian Business Award for Enterprise Goes to iiNet

**14 September 2007 –**

iiNet Limited announced today that it had been awarded an “Australian Business Award for Enterprise” recognising its *“achievements in outstanding commercial success and sustainable growth.”*

The Australian Business Awards announced their *“...delight to recognise iiNet as recipients of the **Award for Enterprise**. The achievement of iiNet in developing a strategic alliance with PowerTel has demonstrated their willingness to undertake a bold new venture that seems certain to continue iiNet’s history of outstanding commercial success and sustainable growth.”*

iiNet revealed a strategic alliance with wholesale telecommunications provider PowerTel in May 2006. PowerTel has since been acquired by Telecom NZ and its product and services have now merged with AAPT.

The iiNet alliance involved reciprocal arrangements with PowerTel - providing access to iiNet’s award winning ADSL2+ broadband network under an exclusive wholesale agreement and gaining iiNet access to PowerTel’s wholesale network services. The strategic alliance provides PowerTel and iiNet with significant coverage in regional centres and all major metropolitan capital cities. It creates the second largest access network in Australia.

Phase 1 of the project involved iiNet providing an automated process for PowerTel to connect its customers to iiNet broadband. As part of this online process, PowerTel were able to perform network queries for port availability, port status and provisioning status, as well as the facility to build additional network infrastructure to facilitate the sale of iiNet DSLAM ports. It also meant the construction of a new billing engine to enable wholesale invoicing for services provided to PowerTel.

Phase 2 of the project, is currently underway and involves iiNet developing the functionality for each of the companies to order a broader range of wholesale services from each other. Phase 2 will also see the implementation of a dynamic profile system on iiNet’s DSLAM software. This will allow a wider range of product definitions and greater flexibility for PowerTel, ultimately resulting in a greater choice for consumers. Implementing a new 'same network' transfer system will also reduce down-time for consumers changing ISPs who use the iiNet or PowerTel networks.

From its humble beginnings in a suburban garage, iiNet is one of Australia’s Internet service pioneers. iiNet has a history of innovation and passion for the online experience. The company has developed a strong staff culture that consistently delivers projects at the forefront of the telecommunications industry in Australia.

The PowerTel agreement has significant benefits for the Australian industry - increasing competition and allowing other ISPs access to a genuinely fast broadband network.

Since completion of Phase 1 of the PowerTel project in November 2006, demand continues to outstrip supply - an indication that the market has embraced alternative wholesale providers in order to better service their customers.

The Australian Business Award for Enterprise adds to iiNet's already impressive list of awards, which include -

- Winner of the Telecommunications category for VoIP, WA Information Technology & Telecommunications Awards (WAITTA), March 2006
- Finalist in the Large Company - Innovation category for iiNet's VoIP service, SPAN Comms Day Awards, August 2006
- Finalist in the Innovations in Telecommunications category for iiNet's DSLAM Project, Australian Telecommunications Users Group (ATUG), March 2006
- Winner of the Telecommunications category for DSLAM rollout, WAITTA, March 2005.
- Winner of the Excellence in Competition and Growth Large Company category, with its broadband2 product range, September 2005 SPAN CommsDay Awards.
- Finalist in the Excellence in Innovation category for the DSLAM project, September 2005 SPAN CommsDay Awards
- Ranked 17 in 2005 Deloitte Technology Fast 50 Awards
- Top ISP for Overall Customer Service, and Top ISP in Customer Satisfaction, AC Nielsen Poll, October 2003

In addition to the list of awards already on the mantelpiece, Managing Director Michael Malone today revealed two other upcoming awards iiNet has recently been short-listed for, "We are extremely delighted be notified that iiNet is a finalist in the World Communications Award for 'Best Brand' for our innovative and groundbreaking 'Manifesto' campaign. This comes on top of also making the finals for the Australian Marketing Institute Awards, at both State and National levels."

"This recognition of iiNet's clear and simple approach to the market, reinforces our belief that Australian broadband customers appreciate an honest, no nonsense attitude that makes their buying decision an easy one."

iiNet began as a pioneer in a fledgling industry, since grown into Australia's third largest Internet Service Provider (ISP), and regularly expanded its business to incorporate new technologies and services. It now offers dial-up, broadband and VOIP telephony to Australian customers in all states.

iiNet's alliance with PowerTel, continued investment in infrastructure and expansion of their broadband network have kept them at the forefront of the telecommunications industry, positioning the company to bring Australia's broadband service up to world standards. By offering market changing broadband products and providing a real alternative to the larger industry players, iiNet allows more Australians more opportunity to access better broadband speeds.

See details of the awards at - <http://www.businessawards.com.au/2007/EN135/>

## **About iiNet**

iiNet is one of Australia's Internet service pioneers, having begun in Western Australia in 1993. iiNet has built a reputation for providing innovative, quality and value Internet products, and friendly 24-hour customer service and support.

Since 2004, iiNet has invested over \$50 million in an alternative broadband infrastructure which already boasts speeds in excess of those offered by Telstra.

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