



Media Release

[Australian families get Naked for their bottom line](#)

01 July, 2008 Over 23,000 Australians are now enjoying the benefits of switching to [iiNet Limited](#)'s (ASX:IIN) revolutionary Naked DSL broadband product. A recent customer satisfaction survey¹ demonstrated two thirds of Naked customers were saving over \$20 a month on their Internet and home phone costs.

“By switching to Naked DSL, Australian families can make a difference to the bottom line of their household budget,” said Mark White, iiNet Chief Operating Officer.

The results of the survey demonstrate that 67% of customers that switched to Naked DSL were saving more than twenty dollars a month on their monthly Internet and phone bill, with over 20% of customers estimating their savings to be over \$40 a month.

iiNet's 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 using iiNet's iiTalk service, included free with every Naked DSL account.

iiTalk provides free local and national calls to customers and substantially cheaper mobile and international calls, enabling even more savings when compared to traditional landline phone call charges.

“Significant savings on essential services, such as phone and Internet, are being welcomed by Australian families, who are facing increasingly higher prices for everyday items like fuel and groceries.

Australian families are hungry to find savings for their household budgets and are literally voting with their keyboards,” said Mark White.

Naked DSL has been an overwhelming success for iiNet since its launch in late 2007. In six months the company has seen 25,000 households across Australia go Naked.

iiNet is celebrating this success by today launching new plans that significantly increase the monthly quota on some existing Naked DSL and broadband2+ plans at no extra cost to customers. For example, the total quota for Naked Home 2 has increased from 9 to 16 gigabytes per month.

“iiNet is working hard to deliver more value to Australian consumers – not only have we eliminated the need to pay phone line rental and included free phone calls, but we're giving customers even more quota to enjoy the net, for no extra cost,” concluded Mark White.

-ENDS-

Benefits of iiNet Naked DSL

- Free local and national calls and dramatically cheaper international and mobile rates through the iiTalk broadband phone service included free with all Naked DSL accounts.



- Eliminate landline phone service, saving up to \$30/month on monthly phone line rental for residential customers, more for business customers
- Customers can keep their existing phone number
- Competitively-priced home plans from just \$49.95/mth for residential and \$84.90/mth for business plans, all with included iiTalk

For more information and to determine if your landline and circumstances are suitable for iiNet Naked DSL, please visit and register your interest at www.iinet.net.au/gonaked

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 \$240m, and proudly employs over 600 people in Perth, Sydney and Auckland.

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, recognized by PC User Magazine as the 2007 Product of the Year.

EGM Presentation 13/06/08

<http://www.asx.com.au/asxpdf/20080613/pdf/319m6pmw1sygh7.pdf>

About the research:

- The customer survey was completed in May 2008
- The research survey was sent to 16,225 iiNet Naked DSL customers with a response rate of of 30% (4,874 completed responses)
- Further information is available on request

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ⁱ iiNet Customer Survey, May 2008