



Media Release

[iiNet offers Barclays Premier League for Sweet FA](#)

6th August, 2008 [iiNet Limited](#) (ASX:IIN) has announced today that their broadband customers will be able to watch live and On Demand matches from the 2008/09 Barclays Premier League season, completely quota-free thanks to a partnership with FOX SPORTS.

The announcement from Australia's third largest Internet Service Provider (ISP) adds to the growing content already offered to customers through iiNet's Media Lounge, including the recently launched ABC iView service.

"We are excited to be the first ISP to showcase the Barclays Premier League unmetered, at no additional charge, to our broadband customers," said Michael Malone, iiNet Chief Executive Officer.

"Being able to provide great content like the Barclays Premier League matches completely quota-free means our customers can now get more value out of their monthly quota," Malone added.

Customers will be able to access online video streaming of over 200 games this season without any impact on their iiNet monthly quota.

Jon Marquard, Chief Operating Officer, FOX SPORTS said, "This is an exciting initiative for Barclays Premier League fans, with FOX SPORTS offering iiNet customers up to four live Barclays Premier League matches every round, this is in addition to up to five recorded matches that are also available within six hours of the final whistle".

iiNet is expected to continue adding content to their Freezone, with ABC iView, radio streaming and downloads from the iTunes store currently sitting in their 'Media Lounge', quota free for customers.

"This season kicks off on the 16th of August and iiNet subscribers will have the best seat in the house to follow the action of one of the most popular football competitions in the world," Malone said.

"Australians are increasingly using the Internet to watch their favourite sports. Customers that accessed the On Demand matches last season told us one of the key benefits was being able to watch the matches at a time convenient to them."

"Particularly with the time difference, the Barclays Premier League offering through iiNet is perfect for fans wishing to stay in touch with the season as it unfolds around the clock." Malone said

The deal with FOX SPORTS will provide iiNet live streams that will be available to all iiNet broadband customers quota free, subject to automatic authentication via IP address.

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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 900 people in Perth, Sydney, Auckland and Capetown.

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.

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