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iiNet Unveils Next Generation Broadband From 1500 to 8000 kbps

iiNet Also Launches Full Phone Service For Bundled Savings

1 February 2005 – In a revolutionary move for Australia’s broadband market, iiNet Limited (ASX: IIN) unveiled its new *iibroadband2* range, the next generation of broadband. While most other providers’ broadband speeds start from 256 to a maximum of 1500 kbps, iiNet’s new broadband product suite only has fast speeds, with all plans starting at 1500 kbps, going up to 8000 kbps.

While all *iibroadband2* customers will receive a minimum speed of 1500 kbps, those on iiNet’s own DSL broadband infrastructure can reach speeds of up to 8000 kbps. iiNet has invested over \$10 million in its DSL infrastructure and is deploying this to customers across the nation. Well ahead of the rollout schedule, iiNet has reached over 20,000 customers to date and continues to enable exchanges across the nation. iiNet’s DSL infrastructure investment enables the company to reduce its dependence on its current wholesale provider and provide some of the fastest Internet speeds available.

“iiNet led the field with flat-rate dial up, followed by flat-rate broadband service. Now we’re challenging the market again by providing broadband as it should be – fast!,” said Michael Malone, Managing Director, iiNet. “Our speeds start where other providers’ end -- at 1500 kbps. However our ultimate goal is to enable as many customers as possible onto our own DSL infrastructure, where we can offer extremely fast broadband, at even better prices.”

Full phone service

iiNet also launched *iiphone*, its full service home phone offering. Customers can now use iiNet for their phone and Internet services, all on the one invoice. The new *iiphone* service includes competitive pricing on line rental and local calls, calls to mobiles, national and international calls. *iiphone* has no lock in contracts, no minimum spend and no signing or switching fees, and is an extension of iiNet’s pre-select phone service available since December 2003.

One of the major benefits of *iiphone*, is the discount customers receive on their Internet service (either dial up or broadband) when bundled with *iiphone*. The new *iibroadband2* products have the additional benefit of double the download quotas when selected with *iiphone*, making bundling very attractive.

“While we feel we’ve always offered leading Internet products with better service than the telcos, many customers want the convenience of bundling their Internet and phone services on a single bill,” said Malone. “Our *iiphone* offering is great news for our customers as it now gives them a real choice in phone providers, with same quality phone service and competitive rates. However customers will really see the difference with our bundled solutions which provide even greater savings and access to super fast speeds.”

For more information on iiNet’s *iibroadband2* and *iiphone* products, please visit:
www.iinet.net.au/broadband and www.iinet.net.au/phone

About iiNet

iiNet is one of Australia's Internet service pioneers, having begun in Western Australia in 1993. As of December 31, 2004, iiNet was the fourth largest ISP in Australia, with approximately 400,000 customers across Australia and New Zealand, and Australia's second largest provider of broadband services. iiNet has built a reputation for providing innovative, quality and value Internet products, and friendly 24-hour customer service and support. For more information on iiNet, please visit www.iinet.net.au or call 131917.

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