

## Westnet leads in Innovative Service Provision

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Western Australian owned and operated Internet service provider Westnet today released an innovative new range of Broadband Internet plans. The new plans allow broadband users unprecedented levels of flexibility and control over how they use their Westnet ADSL service.

"We have changed the rules to better meet our customers' requirements. Customers have told us that not only do they want an affordable, fast and reliable ADSL service, but also the increased flexibility to take advantage of unlimited Internet downloads. So we have responded by offering access to both types of service in one bundle", Westnet Managing Director Peter Brown said.

"We have introduced new totally flexible plan options allowing all customers to move between the two different service types (i.e. Premium Speed and Unlimited Downloads) whenever, and as often as, they like. This simple process involves ticking a box on our website".

"Because unlimited downloads can often impact on performance, Westnet also introduced a unique method to help maximise the performance of the unlimited download service. By temporarily isolating the 1% of customers with the highest downloads into a slower performing area, we expect to be able to maintain a high quality of performance across the board. The top 1% will be based on a rolling 7 day usage total."

"Westnet has specialised in the provision of an accessible, friendly and reliable service to regional and remote WA for several years. More recently we are gaining recognition in Perth for our quality products, great service, innovation and flexibility."

"The new plans also see most of Westnet's ADSL prices drop, and/or download limits increased significantly. All existing ADSL customers have been automatically moved onto the equivalent new plan with the improved rates or conditions applicable immediately."

According to Mr Brown "Westnet is confident that the new range of ADSL accounts is tailored to the needs of the broad Internet community, and reinforces Westnet's position as a provider of innovative affordable products, without compromising on superior customer service."

Westnet is a WA success story, founded in Geraldton in 1994, growing to service the entire state in just six years, then all of Australia in early 2002. Information on the new Westnet services is available via the link below:

<http://www.Westnet.com.au/internet/broadband/adsl/pricing.shtm>

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