



## Media Release

### Say Hello to BoB from Westnet

**8<sup>th</sup> April 2010:** Westnet, Australia's leading Internet Service Provider for customer service, has just launched BoB™, an all-in-one communications solution that makes using the phone and internet a cinch.

Built with ever-reliable Belkin hardware, BoB (Broadband in a Box), features plug-and-play internet and phone, plus loads of the latest technology (including compatibility with set-top boxes, USB storage and gaming consoles); all packed into a stylish unit that can help save you money.

"At Westnet, we're all about connecting people to their family and friends, which can be costly wherever you live, especially in regional Australia. By teaming BoB with Netphone, you'll get cheap phone calls, useful technology and reliable internet in one fell swoop. What more could you ask for?" asks Dan Scott, Westnet's Advertising and Promotions Manager.

BoB is more than just an internet modem or router; he's extremely simple to set up and connects to multiple devices simultaneously, including both wired and wireless computers, entertainment platforms like X-Box and USB storage devices. You can even use him as a USB charger for your phone or MP3 player!

Best of all, with Westnet's BoB Netphone (Westnet's first internet-based phone service) becomes available to you. By purchasing Netphone, you can make free local and national calls using your BoB phone handset, and have the option to connect up to five cordless handsets around the house.

"BoB is fantastic for people have no experience with internet phone services but who are keen to use Netphone for cheap calls. The BoB handset can be used for normal PTSN landline calls, as well as Netphone, so you can use whichever option best suits you at the time," says Mr Scott.

Westnet's BoB features Australia's best wireless technology, meaning you can display him anywhere in the house without compromising the quality of your connection.



“At Westnet, we like to give our customers all the little extras – BoB is a great example of this. On top of everything else, he comes with access to the [Westnet Freezone](#), bringing you quota-free content like Apple iTunes, Freezone Kids, Barclay’s Premier League, Xbox LIVE, 3FL Games, ABC iView and Investec Super 14’s Rugby” says Mr Scott.

Westnet’s BoB is available exclusively to new Westnet customers who sign up to a broadband plan with speeds of 1.5Mbps or more, and will be available to existing customers in June this year. Existing customers can register their interest here: <http://www.westnet.com.au/link/BoBandVoIP/>

Westnet’s products and services are backed by a strong customer focus. The company has been awarded the *Best Australian ISP for Customer Satisfaction*, for the seventh year running, in Whirlpool’s 2009 Australian Broadband User Survey.

More information about [Westnet’s BoB](#) and [Netphone](#), as well as their [Broadband plans](#), is available on the Westnet website: <http://www.westnet.com.au>

“Say hello to BoB, he’s sure to make your internet experience a whole lot better!” concludes Mr Scott.

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#### **About Westnet**

- Westnet is a Western Australian-based internet service provider (ISP), owned 100% by iiNet, with a business model driven by customer service
- 70% of Westnet’s 450 total staff occupy customer facing roles
- Westnet currently serves approximately 220,000 members
- Westnet was recently rated best Australian ISP for customer service for the 7th year running in Whirlpool’s 2009 Australian Broadband User Survey

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