



Westnet launches new Satellite Broadband advertising campaign.

Wednesday 23 January 2008

A major advertising initiative for Westnet commenced on Monday 21 January 2008, incorporating nationwide regional television commercials, local press advertising and a direct mail campaign. The campaign will promote Westnet's new two-way satellite broadband plans which waive basic set-up fees for eligible customers allowing customers to save \$2750.

The free basic set-up offer for eligible households is made possible for a limited time as part of the Federal Government's Australian Broadband Guarantee scheme to encourage the uptake of faster internet services throughout regional Australia.

The campaign puts renewed focus on Westnet's Satellite Broadband service, offering faster internet speeds specifically catering to regional and remote locations where Broadband ADSL and wireless are not available. The campaign aims to leverage the Australian Government subsidy being provided to eligible households who have not previously connected to a broadband service.

The TV commercials feature real staff members describing the limited time offer and the award winning levels of customer service enjoyed by Westnet members.

See the new ads here:

<http://www.youtube.com/watch?v=Egqwgm4Tofg>

<http://www.youtube.com/watch?v=DW7dDdK1aJg>

And all Westnet ads here: :

<http://www.youtube.com/westnetvideos>

A dedicated phone number has been created for the campaign: 13 27 31.

About Satellite Broadband

The service uses a satellite modem and dish installed outside the home which communicates with a satellite positioned thousands of kilometres in space above the Australia/Asia Pacific region. The service is reliable and fast and the installation and set-up is completed by a technician, making it easy for customers to connect to the service.

Following an application, Westnet arranges a time convenient to the member where a qualified technician will come to install the equipment and ensure the customer is successfully connected to the service.

Households interested in connecting to satellite broadband can find out if their premises qualify for the service and free set-up incentive by using the Broadband Service Locator which will be accessed via the Department of Broadband, Communications and the Digital Economy website (www.dbcde.gov.au/).

After entering the required information, individuals will be advised if they are eligible. If so, they will receive a reference number and an eligibility attestation form which must be completed and provided to Westnet to enable the service installation and free set-up. If customers are not eligible, the system will indicate this.

Westnet Internet Services

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www.westnet.com.au



Westnet products, services and details on awards can be viewed at www.westnet.com.au

About Westnet

- Westnet is one of Australia's largest privately owned telecommunications service providers with a business model driven by customer service,
- 70% of Westnet's 517 total staff are in customer facing roles,
- Westnet currently serves approximately 200,000 members,
- Voted Australia's #1 in Customer Satisfaction: Roy Morgan Single Source Telecommunications Monitor 2005 & 2006; 16th & 17th ACNielsen Consult Australian Online Survey; Australian Broadband Survey 2003, 2004, 2005 & 2006,
- Voted 'Best ISP' at Australian PC Authority Reliability and Service Awards, 2007.

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