

iiNet gets down to business on the NBN

Sydney, 7 November, 2012: iiNet, Australia's leading National Broadband Network (NBN) provider, said today the NBN is a critical enabler for the business market.

Greg Bader, Chief Business Officer for iiNet said the NBN provides critical speed and bandwidth for the SMB sector creating a host of opportunities for businesses to extend their market and reach new customers.

"As a foundation partner of NBN Co, we've always been strong supporters of the NBN vision and promise for the SMB market. The NBN will allow businesses to respond more quickly to customers, and the improved reliability of internet access will ensure an uninterrupted connection at all times.

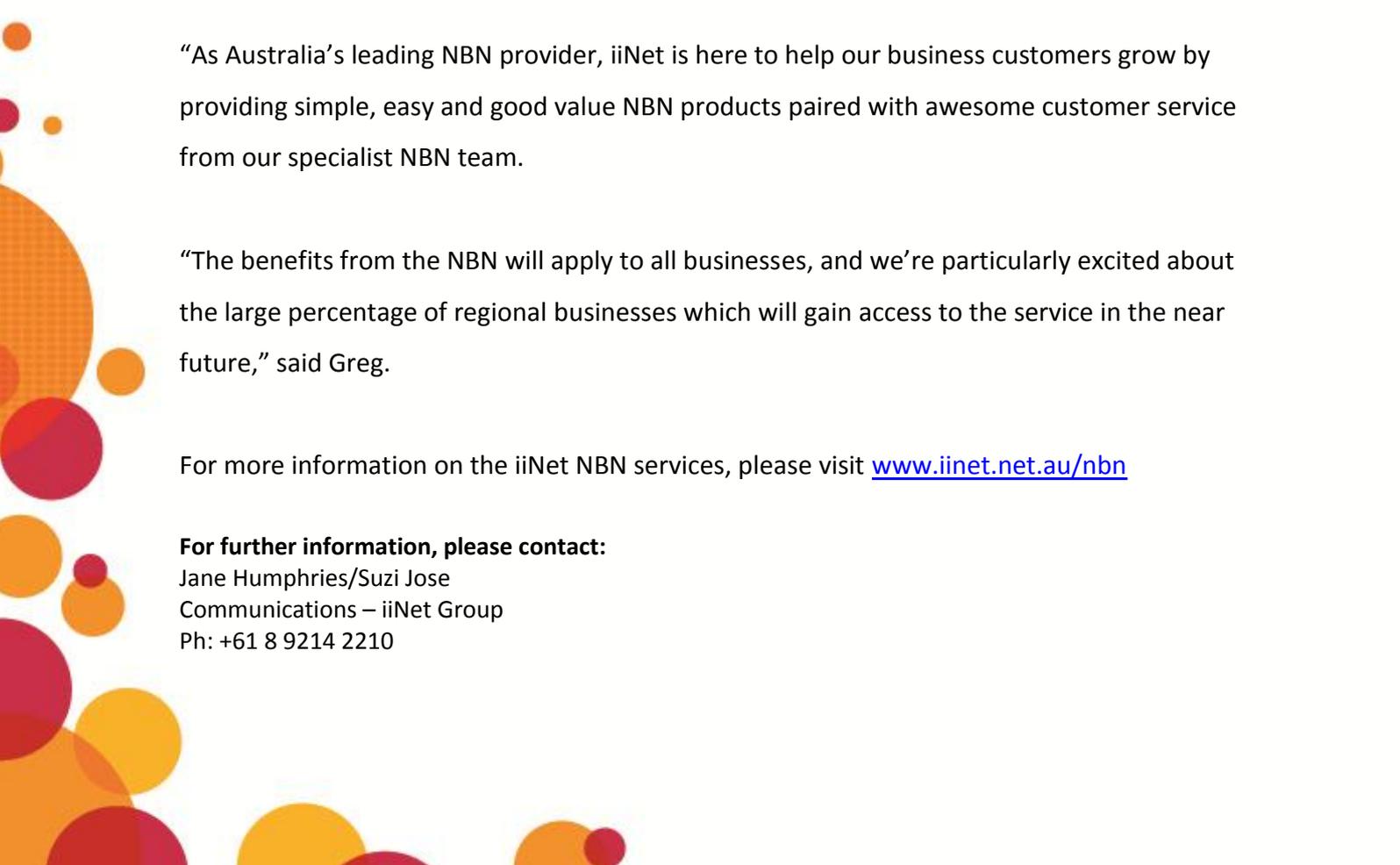
"As Australia's leading NBN provider, iiNet is here to help our business customers grow by providing simple, easy and good value NBN products paired with awesome customer service from our specialist NBN team.

"The benefits from the NBN will apply to all businesses, and we're particularly excited about the large percentage of regional businesses which will gain access to the service in the near future," said Greg.

For more information on the iiNet NBN services, please visit www.iinet.net.au/nbn

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About iiNet

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2,000 inquisitive staff across four countries and support over 1.7 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.

