

FOR IMMEDIATE RELEASE

15th October 2008

Exponential-e disrupts wholesale Carrier market

Third player offers lower pricing and managed service option in London & five other metropolitan areas

Exponential-e, the UK's most established Next-Generation-Ethernet service provider, announced today the launch of its wholesale Carrier solution and an instant-pricing portal. Dubbed EtherReach™, the new service will slash the cost of local tail circuits by as much as 20% and will be available in London and in five other metropolitan areas. Carrier-grade connectivity from customer premise to an established network-to-network interface will be available with pro-active diagnostic capabilities and online status reports available as an optional fully-managed service.

In London, Exponential-e will become the first provider to join the wholesale carrier market in sixteen years, joining BT and Colt as the established duopoly. In addition the company will offer wholesale carrier services from the first five of its fifty metropolitan area network infrastructure roll-outs. Up to 20% savings on the prices offered by other wholesale providers will be available in five sweet spots throughout the country including Birmingham; London; Manchester; Edinburgh and the Thames Valley. A further seven metropolitan area networks will be made live later this year. The new wholesale Carrier solution will be attractive to Communication Service Providers wanting to connect customers into their own network points of presence.

Telecoms operators wanting to check out the new EtherReach pricing need only enter postcode details of the circuit online to receive an electronic quote, by return, along with details of how to contact Exponential-e's



Applied Innovation

dedicated "Carrier Sales" team. Later this year, automated on-line ordering will be made available.

Lee Wade, Managing Director, Exponential-e said "Up to now there has been limited choice in the wholesale local-tail market. Our extensive investment in Next Generation Networks and infrastructure now provides Communication Service Providers (CSP's) with a competitively-priced alternative supplier". He went on to say "CSP's wanting last-mile connectivity between the customer premise and their PoPs can get instant pricing and the option of a managed service that provides them with greater operational capabilities and visibility to manage their end-user customers circuits".

EtherReach is available as a managed service with real-time diagnostics and NOC-NOC direct support offered on each local-tail circuit. Exponential-e will be launching a management portal including on-line monitoring as phase two of the launch later this year.

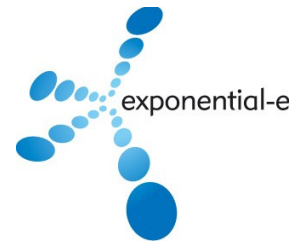
-ends-

About Exponential-e

Exponential-e designs and deploys bespoke network solutions, connecting company LANs regionally, nationally and internationally to create global office networks. Customer networks are created within Exponential-e's VPLS-enabled NGN (known as the Service Creation Platform or SCP) and do not touch the Internet, ensuring they are totally private.

In addition to fast, high capacity, flexible connectivity solutions, companies also access a range of enterprise services and applications which are hosted on the network. Managed and unmanaged storage, voice services, video conferencing, surveillance and colocation, plus some sector specific services are all available through a single access circuit onto the SCP.

As well as its national UK network, Exponential-e has a direct connection into New York, offering desktop-to-desktop transatlantic services. The company also has a



Applied Innovation

number of strategic alliances in place, with like-minded Ethernet carriers, enabling the company to offer end-to-end Ethernet across most of the world.

Exponential-e's network solutions are fast, flexible and secure – giving customers responsive, scalable networks which reduce risks and costs while enhancing their business performance.

For more information contact:

+ 44 (0) 20 7096 4098

helen.simpson@exponential-e.com

www.exponential-e.com/carrier