

IMMEDIATE RELEASE

11, February 2009

Exponential-e targets SMEs with radically-priced Internet Service

25meg and 50meg from £550 & £650 per month

Exponential-e, the UK's most-established provider of Next-Generation Ethernet connectivity, has launched today two radically-priced Internet solutions designed specifically for the small and medium business community. PowerNGN 25 and PowerNGN 50 offer business customers 25meg of uncontended business-grade Internet from £550 per month or 50meg from £650 per month respectively. Both services are pre-loaded with Exponential-e's market-leading, business-grade Internet service as standard and offer the ability to flex the available bandwidth between different services.

PowerNGN 25 and PowerNGN 50 are sister solutions to Exponential-e's highly successful PowerNGN 100 solution launched a year ago. The new carrier-class Internet services are both fibre-based providing dedicated symmetrical connectivity for SMEs wanting to migrate away from the limited functionality of copper DSL.

Exponential-e maintains that their enterprise class internet service is the fastest available in the UK due to their proprietary Route 1 algorithm.

The PowerNGN suite of solutions are business-strength and carry QoS guarantees for jitter, bandwidth and round trip delays.

Lee Wade, Managing Director at Exponential-e said: "We remain optimistic about 2009 and this is our response to clients that were seeking a business class fibre-



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based solution at lower bandwidths. This launch is being followed by extensive work to deepen our network presence in other cities across the UK.”

Lee went on to say “The significant network investment we have already made over the last two years has given us the economies of scale needed to develop cost competitive solutions tailored to the SME market”. He added “Our dedicated focus on the business market means we can be single-minded in engineering our network for our customers’ needs. They are not being asked to pay for the triple play needs of the residential consumer market.”

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Editor’s Note

Route 1 is Exponential-e’s unique and proprietary routing and traffic distribution algorithm that manages and optimizes Exponential-e’ multiple tier 1 transit providers and several hundred peering relationships to ensure your traffic traverse the fastest possible routes across the Internet space at every second of the day. Only Exponential-e offer this unique service in the UK.

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 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.

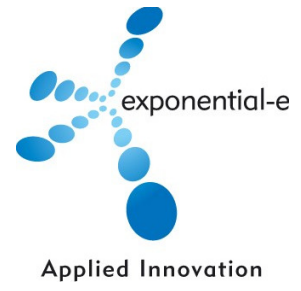


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