

PRESS RELEASE

16 January 2012

January sales reach the business internet market as Exponential-e launch 1 Gigabit per second service for only £1500 per month

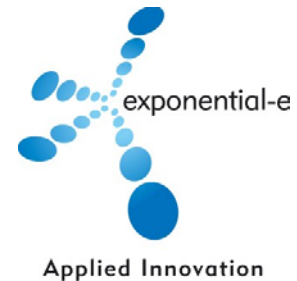
Core network upgrade will provide the connection speed to cope with existing and future internet traffic demands – heavily undercutting the current price and halving the current tariffs

Exponential-e Ltd, the UK's most established provider of Next Generation Ethernet connectivity has announced a business Internet service [PowerNGN1000](#) which is expected to disrupt the business internet market in the UK. Launching this week, the service will see **1 Gigabit per second (Gbps) internet offered to businesses at £1500 per month in a market where the norm is £2800 for comparable services.**

Created specifically to address the ever-growing market reliance on internet-based trading online communications and the increase in cloud based applications, PowerNGN1000 will provide the necessary capacity to keep companies' business-critical services running efficiently, whilst ensuring that demands of the future can be catered for without further connectivity investment.

Lee Wade, Founder and CEO of Exponential-e said: "Gone are the days where high bandwidth connectivity was only required by media companies, broadcasters and financial services organisations. With so many enterprises switching to cloud or part cloud models, internet bandwidth plays a more vital part in reliable IT systems now than at any point in the past, and this trend can only continue."

Exponential-e's enterprise-class internet service is the fastest available in the UK due to its proprietary method of routing traffic and the unique peering arrangements it has in place with the world's major content providers.



The PowerNGN1000 service is part of a suite which also includes services available at various speeds starting at 25Mbps through to 1000Mbps options.

Lee Wade continued, “Offering good products and service is not enough these days and with PowerNGN1000 customers get more for less. We’re seeing IT capability requirements increasing at the same time as allocated budgets are being reduced. PowerNGN1000 is our response to this trend because it provides enough bandwidth for existing and future communications requirements, but at a fixed monthly price point that is completely unrivalled in the market.”

The launch of PowerNGN1000 was enabled by the upgrading of Exponential-e’s core network to 100Gbps. This was carried out specifically to cater for the ever-growing demands of customers with bandwidth-hungry services and applications, for both single-site and multi-site requirements.

The company will be rolling out the service/product launch this month direct to the UK market as well as working with its indirect channel partners.

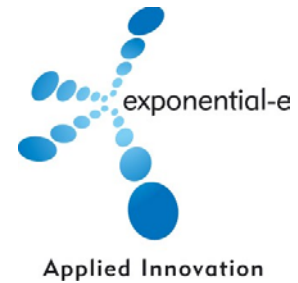
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About Exponential-e

Exponential-e is committed to providing customers with managed services that represent solutions to real business issues. Its powerful next generation infrastructure means that, once connected, customers gain access to their own private cloud of business services. Through the network, customers can benefit from any number of services, saving them money, and greatly simplifying service management.

VPLS is now the cornerstone of Exponential-e’s Smart Wires® approach to cloud computing – both private and public cloud applications where Exponential-e offers the important end-to-end SLAs to reliably support cloud applications. Exponential-e’s VPLS experience is peerless and invaluable when it comes to meeting the design objectives for the most complex networks.

Today, Exponential-e has 1,000 blue chip corporate clients and a balance sheet worthy of Dun & Bradstreet’s coveted No.1 credit status. Exponential-e offers old fashioned high quality of service, sustained and supported by world-class leading edge network solutions.
<http://www.exponential-e.com/>



Notes-to-Editors

PowerNGN1000 is a 1Gbps access circuit with 1Gbps of business Internet service. Even though there are a handful of providers offering 1Gbps Internet services, not all options are the same. The difference is in the small print. Many Gig Internet services advertised do not truly provide 1Gbps of Internet because they are offered with QoS as part of the service. As it is not possible to assign Quality of Service to an Internet connection, the QoS offered must be for another service or application delivered on the same access circuit.

For more information please contact:

Gina Sharp

White Label Media Ltd

Tel: 0208 166 8818

Email: gina@whitelabelglobal.com