

PRESS RELEASE

2nd February 2010

Exponential-e deploys Gigabit WAN for On Demand Group

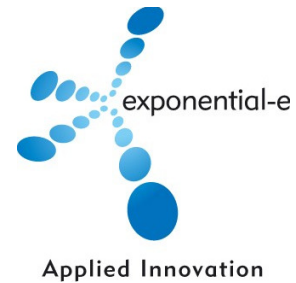
VPLS technology creates secure environment for the media services leader and its clients

Exponential-e, the Next-Generation-Network and applications provider today announced that it has deployed a new corporate network for the media services company, On Demand Group (ODG). The new wide area network (WAN) is based on a Gigabit infrastructure and supports ODG's requirement to provide more and more of its media and content services digitally to its clients.

ODG is a leader in Video on Demand and Pay TV services. The ability to communicate digitally with their customers is critical to ODG's business. The WAN must be capable of coping with the rigorous demands of bandwidth-heavy content and digital programming such as movies; sport; music and games. ODG's corporate network must also accommodate the additional traffic burden of the company's own media library and dedicated editing suite.

ODG selected Exponential-e to upgrade their existing corporate infrastructure to a state-of-the-art, next-generation WAN. The new solution is based on a Gigabit Ethernet service backed up with separate and diverse connectivity to ensure the network can continue to work effectively at all times.

ODG must be able to securely exchange content and communicate electronically with their clients. A centralised firewall ensures that no matter where and how clients connect, they can do so in a manner which protects their content. IPSec functionality gives additional security when connecting via the Internet.



Andrew Bolton, Chief Operating Officer, ODG said "Exponential-e's experience in the media sector meant they quickly got to grips with our needs. We now have a high-speed, robust and very secure platform from which we can interact with clients and manage our media content".

ODG's new corporate WAN supports their phased migration to a new HQ in London. Exponential-e's use of Virtual Private LAN Service (VPLS) technology allows them to support their existing, and their new sites, from a common Ethernet domain. The benefit to ODG is that even though the sites are in different places, from a network management point of view and in terms of accessing the products and services the sites support, all sites behave as if they are sitting on the same local area network.

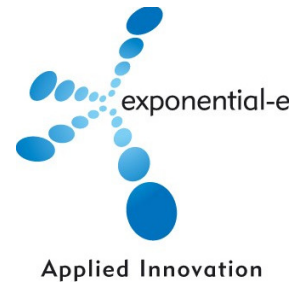
Mukesh Bavis, Engineering Director, Exponential-e commented "Adding in additional sites will be simple to do as a result of the flat LAN-like interface that links the WAN. Once connected, any new site will have immediate communication with all other sites with no need for complex router re-configuration or network re-design".

A dedicated 100Mbps of fibre-based, symmetrical business Internet is part of the converged bundle of services included. The business Internet service makes use of Exponential-e's proprietary Route 1 sampling algorithm to select the optimum route across the Internet at every second of the day. Once again the need for business continuity has governed how this has been deployed with the WAN breaking out onto the public Internet at two separate and distinct gateways.

-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 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.