



## **MEDIA RELEASE**

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### **Adam Internet uncovers naked DSL**

With its current access issues with Telstra expected to be resolved before the end of the year, leading South Australian Internet Service Provider (ISP), Adam Internet, today foreshadowed the 2008 release of its market tested Unconditioned Local Loop (ULL) broadband service.

Dubbed 'naked DSL', the ULL service will forever remove the need for Adam Internet customers to rent a traditional fixed line from Telstra, ensuring they can purchase cost effective DSL broadband solutions – as well as considerably less expensive telephone calls - directly through their ISP.

“For some time, Adam Internet has been trialling naked DSL technologies, which allow for DSL broadband Internet to be used without an associated monthly telephone line rental charge,” says Adam Internet Chairman, Greg Hicks.

“Naked DSL is already available to our business customers, who are packaging the service with our Voice over Internet Protocol (VoIP) product AdamTalk, but with our dispute with Telstra now only weeks away from settling, we are anticipating offering ULL to our residential customers as well.”

Historically, ISPs have only been able to provide broadband ADSL services if an associated landline was also rented at a cost of more than \$20 per month. However, with the unveiling of Adam Internet's ULL technology, DSL – the most popular broadband service – will now be offered to customers without the requirement that they commit to a Telstra landline service.

Mr Hicks says savvy consumers are eager to move away from outdated technology and Adam Internet is delighted it will soon be in a position to unbundle household and business communications offerings and provide all South Australians with an alternative to high priced landline services.

“For the past 20 years, Adam Internet had built a solid reputation in South Australia, servicing around 35 per cent of the market with dial up and broadband services,” says Mr Hicks.

“The expected resolution of our dispute with Telstra over access to its national copper network means we will again be free to offer our customers cutting edge technology at terrific rates.”

Adam Internet's naked DSL technology, which has been trialled with both residential and business customers, will be available in early 2008. The associated pricing structure will be released to the market shortly.

AdamTalk VoIP services are currently available to all Adam Internet ADSL customers for a \$5 monthly fee. The service provides untimed local and STD calls for as low as 12 cents - up to 60 per cent cheaper than the rates offered by traditional phone carriers. The \$5 monthly fee includes \$5 call credit, equating to more than 40 local and national untimed fixed line calls, as well as free calls to other AdamTalk customers.

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#### **Further media information:**

Nicole Maley-Randall, communicate et al on (08) 8331 1444 or 0403 423 765