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B2 TO LAUNCH NEXT-GENERATION BROADBAND SERVICES USING CISCO ETHERNET TO THE X

*Swedish Customers to get Gaming-on-Demand and Streaming TV over
10 Mbps Optical Ethernet*

LONDON, England, April. 9, 2002 -- Cisco Systems, Inc., (NASDAQ: CSCO), the worldwide leader in networking for the Internet, today announced that Bredbandsbolaget (B2), a next-generation broadband provider, is to expand its presence with its 80,000-strong customer base through the roll out of a range of value-added services including gaming-on-demand and streaming TV, using Cisco's Ethernet To The X (ETTx) technology. This Cisco Metro Ethernet solution enables service providers such as B2 to deliver comprehensive and profitable broadband services in the Metropolitan Area Network.

B2 is building next-generation broadband by deploying optical fiber directly to its customers' premises, and using Cisco ETTx to provide simple Ethernet connections to subscribers. B2 sees the delivery of these new services as a key part of its strategy to attract subscribers to its "future proof" fiber-optic Ethernet network, in the face of competition from traditional service providers.

"We are building the largest IP network for residential users in Europe and maybe the world. This is a truly pioneering business, exploiting a new market and new technology," Jan Morten Ruud, B2's CEO commented. "It would not have been possible without our cooperation with Cisco, and we are building our network on their technology."

B2's network is delivering symmetrical 10Mbps Internet connections to subscribers in multi-dwelling residential units thanks to Cisco's technology solution, using Ethernet over optical fiber. B2 has deployed Cisco Catalyst 3500 Switches, Cisco Catalyst 6500 Switches, and Cisco 12000 Next Generation Internet Routers.

Cisco's IP Multicast technology is helping to make multichannel video delivery not only possible, but reliable.

"The next generation of broadband starts with basic connection speeds of 10 Mbps. B2 is using the extra 'headroom' provided by this bandwidth to roll out the innovative services that subscribers want," commented Nigel Moulton, EMEA Metro Ethernet Director for Cisco. "What B2 has developed is a business model which can be replicated by a range of service providers, utility companies and municipalities."

About B2

Covering 40 cities, **Bredbandsbolaget** is Sweden's largest supplier of true broadband, with 220 000 connected households and 80 000 subscribers, and still growing. Bredbandsbolaget's consumer offering Bredband Hemma was in December 2001 awarded Best Broadband Service in Sweden in a reader poll in the magazine InternetWorld. The company was founded in 1998 and has 170 employees. Largest shareholders are NTL, Investor, The Carlyle Group, Continuum Group and Access Industries. Further information is available on www.bredband.com

About Cisco Systems

Cisco Systems (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. Cisco news and information are available at <http://www.cisco.com>. Cisco equipment in Europe is supplied by Cisco Systems International BV, a wholly owned subsidiary of Cisco Systems, Inc. # # #

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