Press Contacts:
Perveen Akhtar
Cisco Systems
0208 824 4478
pakhtar@cisco.com

Ann Fielder
Insight Marketing and Communications
0208 564 6385
afielder@insightmkt.com

Primark Opts For Cisco Gear

Major Retailer Goes for Flexible, Scalable, Robust End-to-End Technology Solution to Increase Business Efficiencies

DUBLIN – June 1 2004 – Cisco Systems, Inc. today announced that Primark, the major retail group, trading under the name Penneys in the Republic of Ireland, will roll out a Cisco local area network (LAN), wide area network (WAN) and IP Telephony solution, which will create business efficiencies and facilitate better working practices both in and between its 117 locations throughout Ireland and the UK. Implementation started in May.

Speaking about Primark's decision to work with Cisco, Enda Gallagher, network manager at Primark said, "We chose Cisco's solutions because they simplify our overall network topology and also provide the IP intelligence that delivers on the promises of flexibility, scalability, integration and return on investment.

"We had considered a data Virtual Private Network to link up all our stores to head office, however after a lot of analysis of our current spend on voice and data we found that we could significantly reduce voice spend by implementing an IP Telephony solution that would run over the same upgraded network, which is an MPLS solution provided by Esat BT."

As well as cost saving, Primark will be able to centrally manage and control the solution, making remote problem solving from an IT perspective possible. Individual store managers will also be able to access up-to-the-minute sales and stock information, by size and colour at any time, allowing them to run their stores more efficiently.

Speaking about Primark's investment decision in the context of the growing IP Telephony market in Ireland, Michael Galvin, country manager, Cisco Systems said, "In the last year in particular we have experienced strong growth in the demand for our IP telephony solutions from forward looking organisations like Primark. This success in Ireland really is testament to the overall quality and performance of our systems."

About Cisco Systems

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

About Primark

PRIMARK “Look Good Pay Less "
Trading as Penneys in Ireland

Primark is a major retail group employing over 10,000 people. Primark operates 117 stores in the UK and Ireland, where it trades under the Penneys name.

Primark Stores Ltd is a subsidiary of Associated British Foods plc. (ABF), which is a public quoted Company mainly involved in food production. Well-known companies include "Allied Bakeries Limited", "British Sugar Plc", "George Weston Foods Limited", "R Twining & Company Limited", and "The Ryvita Company Limited", “Ovaltine” and “Mazola”

###