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THE NATIONAL HOUSING FEDERATION TURNS TO CISCO SYSTEMS FOR SUPPORT ON IT INITIATIVE

NHF members to benefit from increased efficiency and best practice approaches

London, 8 February 2005 – Cisco Systems, Ltd., the worldwide leader in networking for the internet, today announced its support for a National Housing Federation initiative to optimise all aspects of Information Technology.

As part of the initiative, Cisco Systems and the National Housing Federation will work together to advise Federation members on the benefits and advantages of using technology such as IP Communications (IPC) which harnesses the power of the internet to increase efficiency and maximise the effectiveness of new intelligent communication applications. Benefits of IPC technology include reduced operating expenses, increased customer satisfaction and greater business resiliency. The two organisations will highlight best practice approaches with members through conferences, seminars and case studies.

“We see this National Housing Federation initiative as a great opportunity to share information and best practice with housing associations on the business benefits that can be accrued via the implementation of network technology, said David Street, Head of Local Government Sector, Cisco Systems. “Together with the National Housing Federation, we are committed to assisting Federation members in optimising their technology decisions from both an internal business efficiency perspective and also, importantly, from the perspective of new potentially revenue generating services available to residents.”

In today's rapidly changing business world, organisations are faced with increased competition, pressure on margins, and evolving business models. Housing associations in particular face the challenge of potential market consolidation and the need to streamline frontline operations. While traditional areas of concern, such as productivity and customer satisfaction, are more important than ever, newer challenges such as the growth of

communications traffic, security and the heightened need for business agility must be factored in as well.

The National Housing Federation represents 1,400 independent, not-for-profit housing associations in England. Together, its members provide over 1.8 million affordable homes. Cisco has been working closely with the Federation and 17 of its members including Acton, Hyde and West Oxford Housing to extend and optimise the use of technology.

“Cisco Systems has extensive experience of working with housing associations and was therefore a natural choice to assist us,” said George Grant, the National Housing Federation’s independent alliances consultant. “Our own experience of working with Cisco Systems implementing new technology has been very positive, and we are now looking forward to their involvement in educational events and conferences for our members, focusing on what IT can do for them.”

The Federation will also introduce a select number of Cisco channel partners to implement these solutions in the sector and provide housing association members with tailored solutions to best meet their requirements. “We expect to announce the first appointed Cisco Partners shortly” said Grant.

The National Housing Federation recently underwent a transformation driven by the need to modernise and add value to housing association members. In June 2004, the Federation moved to a new state of the art head office in Holborn, central London. Given the opportunity to upgrade both its telephone systems and data infrastructure, it chose Cisco Systems to provide both an IP telephony and a future proofed data solution to enable its users to provide a high quality service to its members. A benefit of this voice/data integration is a reduction in both infrastructure and telecommunication costs.

“The alliance with Cisco Systems will help to promote the benefits of both IP telephony and voice/data integration to housing associations,” said Rob Green, Head of ICT at the National Housing Federation. “By integrating voice and data over the same infrastructure, housing associations can make true savings on their telecommunications costs.”

About Cisco Systems

Cisco Systems, Inc. (NASDAQ: CSCO), the worldwide leader in networking for the Internet, this year celebrates 20 years of commitment to technology innovation, industry leadership and corporate social responsibility. Information on Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

About the National Housing Federation

The **National Housing Federation** represents 1,400 independent, not-for-profit housing associations in England. Together, our members provide over 1.8 million affordable homes, creating places where people want to live. www.housing.org.uk

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