



Easynet Lights Up Most Advanced UK Network

Massive Capacity for Enterprise Solutions and Sky Broadband, deployed in record time with help of Cisco Systems

London, UK, August 14 2006 –Easynet, a BSkyB company, today announced that it has successfully completed a major network transformation project in conjunction with Cisco Systems®. Easynet already had one of the UK's first Next Generation Networks, but this project, completed in just 4 weeks has transformed capacity with a fifty-fold increase. The network, powered by the world's highest capacity Internet router, the Cisco® CRS-1 Carrier Routing System, now ranks as one of the most extensive in the UK, second in size only to the incumbent's infrastructure.

Increased demand from enterprise customers' business critical applications, and from Sky Broadband, prompted the requirement for a cutting edge infrastructure design and build project.

MC Chew, Easynet's Network Planning Director said: "Despite having one of the UK's most advanced networks in place before this project, it was clear that the success of our customers' businesses is largely dependent on our infrastructure – converged applications, mission critical data and disaster recovery are all crucial to their success.

He continued, "Add to this the enormous demand for Sky Broadband, and a robust, resilient network isn't enough –we had to design and deliver something really special. We've installed 50 racks of equipment in 31 different locations in just 4 weeks. As a result, we're bringing more choice, variety and innovation to our enterprise and Sky Broadband customers. Easynet worked in close partnership with Cisco Services, and it's a tremendous achievement by both parties to have completed such a large project in such a short space of time".

In addition, the significant extra capacity will support Easynet's aggressive local loop unbundling programme to roll out 1,200 local exchanges by December 2007: expected to cover 70% of all residential homes and 85% of all business sites.

The IP/Multiprotocol Label Switching (MPLS) network has a core ring capacity of a huge 1Terabit (Tbps), and is scalable to 4Tbps when needed without any disruption to customer services due to the advanced modular design and self-healing capabilities of the Cisco IOS® XR Internet operating system.

"Both Easynet and Sky have a strong reputation for delivering compelling and innovative services," said Tony Bates, senior vice president of service provider routing technology group at Cisco Systems. "So, it is particularly significant for Cisco that our IP Next-Generation Network technology and Cisco Services were selected to provide a world-class platform for Easynet and Sky to grow their businesses, delivering value to new and existing customers".

About Easynet

Easynet delivers superbly managed network and hosting solutions for businesses and enterprises. Owning extensive national and international network and hosting infrastructure, Easynet sets itself apart through customer service excellence. Easynet's approach is underpinned by professional excellence in understanding, designing, delivering, and management of customer solutions, our ability to work successfully with partners, and our attention to quality. Easynet has operations across Europe.

Easynet works hard to ensure its customers are its best advocates, and include the Ford Motor Company, Kia Motors, Calor , Tchibo and Kellogs Italia. Easynet is part of the British Sky Broadcasting group, with a total market capitalisation in excess of £9bn.

For more information visit www.easynet.com

About British Sky Broadcasting

Sky is the operator of the leading multichannel television platform in the UK and Ireland. Around 21 million viewers in 8.1 million households enjoy an unprecedented choice of movies, news, entertainment and sports channels and interactive services on Sky digital, the UK and Ireland's first and most popular digital television platform. BSkyB's channels are available in 10.2 million households through cable and digital terrestrial television.

About Cisco Systems

Cisco Systems, Inc. (NASDAQ: CSCO), is the worldwide leader in networking for the Internet. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.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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