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Telia Stofa Selects Cisco Cable Solution for Nationwide IP-Over-Cable Services Expansion**Denmark's Second Largest Cable Operator Targets Business and Residential Customers with Advanced IP Services**

Copenhagen, Denmark — Cisco Systems, Inc. (NASDAQ: CSCO), the worldwide leader in networking for the Internet, today announced Telia Stofa, the Danish cable subsidiary of Telia AB, has selected Cisco Universal Broadband Routers as a part of a continuous build out of their national network composed of end to end Cisco cable equipment. The Cisco uBR7114 and uBR10012 routers are enabling intelligent network services and rapid deployment of Internet applications over Telia Stofa's existing Cisco Powered IP-over-cable network for both business and residential customers throughout Denmark.

Cisco was chosen because of its technology leadership in the cable/IP space and commitment to cable standards (DOCSIS) that enable interoperable cable/ISP capabilities. This was important for Telia Stofa since its future plans include scaling the present residential service to a 'telecommuter service' that will be aimed at tele-workers who require greater bandwidth and secure Internet access.

The use of the Cisco uBR7100 and uBR10012 Series Universal Broadband routers enables Telia Stofa to provide advanced broadband Internet access services. Deployment of these new systems is also paving the way for Telia Stofa to move their customers' up the value chain providing voice, streaming video, pay-per-view, and a broad variety of interactive applications. Both residential customers and business users can benefit from high-speed Internet services including IP/Virtual Private Network (IP-VPN) and voice-over-IP (VoIP) services.

"Cisco is synonymous with the Internet and we share a similar vision for IP and multiple integrated services, including voice-over-IP over cable," said Mr. Ole Simonsen, CEO, Telia Stofa. "We chose the Cisco uBR10000 and uBR7100 series because no other products on the market today offer comparable performance in terms of Quality of Service (QoS) voice over IP over cable services.

Torben Møllerup, Technical Manager, Telia Stofa continues: "Our relationship with Cisco is longstanding and only Cisco is able to offer us superior technology, unique service creation expertise and the technical support we require to deliver true service integrity".

Todd Abbott, vice president of Europe, Middle East and Africa at Cisco Systems comments, "Because the Telia Stofa subscriber base is growing rapidly, it is important they can deploy quickly and manage these services in an effective way. Any new solution for Telia Stofa had to be scalable and standards-based, and have a migration path that would maximise Telia Stofa's ability to take advantage of

their existing infrastructure. With its existing installed base of uBR7200 DOCSIS CMTS routers, Telia Stofa will be able to reduce the costs of deployment and increase customer satisfaction and revenue opportunities.” The Cisco uBR7114 offers a solution for small cable deployments enabling Telia Stofa to service smaller rural communities, multi-dwelling units (MDU), or multi-tenant unit (MTU) business applications effectively. The Cisco uBR10012 is a carrier-class high-capacity aggregation platform, which places a new level of intelligence and scalability at the edge of the network and helps Telia Stofa maximise its revenues by delivering more feature-rich services to their customers.

Telia Stofa is the second largest cable operator in Denmark with the largest number of deployed broadband customers in Denmark[[CU1](#)]. Telia Stofa broadband Internet access service is recognised in Denmark as a quality service with superb access capacity and customer support. The company boasts an impressive customer retention rate of approximately 100% in an industry well known for customer churn.

The Cisco uBR10012 Universal Broadband Router provides a cost-effective, scalable, and industry-proven cable modem termination system (CMTS), optimised for aggregating traffic at the edge of the cable network. It has been designed as a high-capacity aggregation platform, which places a new level of intelligence at the edge of the network, enabling cable service providers to maximize revenues by delivering more feature-rich services to their customers.

About Telia Stofa:

Telia Stofa A/S, a cable subsidiary of Telia AB, is the second largest Cable-TV operator in Denmark. With more than 500,000 homes passed Telia Stofa A/S delivers high-speed Internet access to Residential and Business customers over its broadband infrastructure. Telia Stofa A/S is the Broadband Service Provider in Denmark with the largest deployment of customers in competition with other ADSL and Cable operators.

For information in Danish about Telia Stofa A/S: www.stofa.dk

For information in English about Telia: www.telia.com

About Cisco Systems

Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. News and information are available at www.cisco.com.

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