

Media Release

iiNet Launches the Age of the Terabyte

Tuesday 17 August - iiNet (ASX: IIN), the company known for its history of innovation, has today announced another Australian first – a monthly broadband data quota of one terabyte, or a massive one million megabytes, per month.

iiNet Managing Director, Michael Malone, said iiNet is excited to introduce the terabyte plan as part of a brand new suite of simplified plans that feature greatly increased data quotas for both new and existing residential and business customers.

“The company that liberated the internet will once again lead the way by catering for Australia’s increasing thirst for more data,” Malone said. “First it was Naked, then BoB – our all-in-one wireless home hub combining the phone and internet – and then just a few months ago we launched Australia’s first national IPTV with fetchtv.

“Today we continue to lead the market with our latest innovation – the first one terabyte plan – that’s a five-fold increase on our previous biggest plan.”

Mr Malone said iiNet was ready to cater for Australians’ increasing appetite for fast broadband and online content, including live and catch up television, music, online gaming and much more.

"We've built a high performance network over the past five years, which included a great deal with Pipe Networks to ensure we have significant bandwidth capacity. Well it's time we make the most of it.

“Average usage has been increasing by more than 20% every year, and these new plans remove the worry of even needing to think about quotas,” Mr Malone said.

The new plans would be available from 20 August. Existing Naked DSL customers will automatically receive the higher quota if there’s a similar or better plan at a matching price. Other iiNet customers will continue on their existing plans unless they choose to change.

-ENDS-

For further information or interviews, please contact:

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QUALITY ISO 9001
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WINNER
Innovation – Large
Company Award,
*ACOMMS Communications
Alliance & CommsDay
Awards 2010*



WINNER
Australian Service
Excellence Award,
WA Call Centre Manager
of the Year,
National Customer Service
CEO of the Year
*Customer Service Institute
of Australia (CSIA)*



WINNER
Carrier of the Year Award,
Highly commended - iiNet’s
‘work from home’ program,
*Australian Telecommunications
Users Group (ATUG)*

A full list of current awards
can be seen at [iiNet Awards](#)



What is so special about a terabyte?

A terabyte of data, or one million megabytes quota would allow a customer to watch the equivalent more than 8,200 half-hour episodes of streaming or catch-up television per month, from sites like the Seven Network's Plus7 or Nine's FixPlay.

It is also equivalent to:

- 200,000 high-resolution photos
- More than 300,000 songs
- Approximately 200 DVD-quality movies

About iiNet

iiNet was established in 1993 and listed on the ASX in 1999, growing from a small Perth business into the third largest Internet Service Provider in Australia. The company now supports around 900,000 broadband, telephony and dialup services nationwide, with revenues of over \$520m, and proudly employs over 1600 people in Perth, Sydney, Melbourne, Auckland and Cape Town.

iiNet's goal is to lead the market with the best internet access products and then differentiate with genuine, plain speaking customer service. The company has its own high speed ADSL2+ network reaching around 4million households across Australia; the largest Voice over IP network in the country; and is delighted to have led yet again with BoB™, winning 2009's *Product* category at the Western Australian Technology and Telecommunications Awards.

[2009 Annual Report](#)

Home and Naked DSL – New plans August 2010

Naked DSL	Down + Up Quota	Speed	Price	Peak / Off Peak Time	Shaping
Naked Home-1	50+50	ADSL2+	\$ 59.95	8am - 2am / 2am - 8am	256k / 256k
Naked Home-2	200+200	ADSL2+	\$ 89.95	9am - 1am / 1am - 9am	256k / 256k
Naked Home-3	300+300	ADSL2+	\$ 119.95	9am - 1am / 1am - 9am	256k / 256k

ADSL2+ Bundled	Down + Up Quota	Speed	Price	Peak / Off Peak Time	Shaping
ADSL2+ Home-1	10+10	ADSL2+	\$ 29.95	8am - 2am / 2am - 8am	256k / 256k
ADSL2+ Home-2	100+100	ADSL2+	\$ 49.95	8am - 2am / 2am - 8am	256k / 256k
ADSL2+ Home-3	200+200	ADSL2+	\$ 69.95	9am - 1am / 1am - 9am	256k / 256k
ADSL2+ Home-4	500+500	ADSL2+	\$ 99.95	9am - 1am / 1am - 9am	256k / 256k

ADSL2+ Unbundled	Down + Up Quota	Speed	Price	Peak / Off Peak Time	Shaping
ADSL2+ Home-1	10+10	ADSL2+	\$ 39.95	8am - 2am / 2am - 8am	256k / 256k
ADSL2+ Home-2	50+50	ADSL2+	\$ 59.95	8am - 2am / 2am - 8am	256k / 256k
ADSL2+ Home-3	100+100	ADSL2+	\$ 79.95	9am - 1am / 1am - 9am	256k / 256k
ADSL2+ Home-4	200+200	ADSL2+	\$ 99.95	9am - 1am / 1am - 9am	256k / 256k

ADSL1 Bundled	Down + Up Quota	Speed	Price	Peak / Off Peak Time	Shaping
ADSL1 Home-1	5+5	512k/128k	\$ 34.95	8am - 2am / 2am - 8am	256k / 128k
ADSL1 Home-2	50+50	1500k / 256k	\$ 49.95	8am - 2am / 2am - 8am	256k / 256k
ADSL1 Home-3	100+100	1500k / 256k	\$ 69.95	8am - 2am / 2am - 8am	256k / 256k
ADSL1 Home-4	50+50	8000k / 384k	\$ 69.95	9am - 1am / 1am - 9am	256k / 256k
ADSL1 Home-5	200+200	8000k / 384k	\$ 89.95	9am - 1am / 1am - 9am	256k / 256k
ADSL1 Home-6	500+500	8000k / 384k	\$ 119.95	9am - 1am / 1am - 9am	256k / 256k

ADSL1 Unbundled	Down + Up Quota	Speed	Price	Peak / Off Peak Time	Shaping
ADSL1 Home-1	5+5	512k/128k	\$ 39.95	8am - 2am / 2am - 8am	256k / 128k
ADSL1 Home-2	25+25	1500k / 256k	\$ 59.95	8am - 2am / 2am - 8am	256k / 256k
ADSL1 Home-3	50+50	1500k / 256k	\$ 79.95	8am - 2am / 2am - 8am	256k / 256k
ADSL1 Home-4	25+25	8000k / 384k	\$ 79.95	9am - 1am / 1am - 9am	256k / 256k
ADSL1 Home-5	100+100	8000k / 384k	\$ 99.95	9am - 1am / 1am - 9am	256k / 256k
ADSL1 Home-6	200+200	8000k / 384k	\$ 119.95	9am - 1am / 1am - 9am	256k / 256k

Business and Naked Business DSL – New plans August 2010

Business Plan inclusions

- Premium Business phone support and static IP
- Flexible payment option
- 512k shaping speed (for plans above 1500k speed)

Naked DSL	Down + Up Quota	Speed	Price	Peak / Off Peak Time	Shaping
Naked Business-1	50+50	ADSL2+	\$ 89.95	8am - 2am / 2am - 8am	512k / 512k
Naked Business-2	200+200	ADSL2+	\$ 119.95	9am - 1am / 1am - 9am	512k / 512k
Naked Business-3	300+300	ADSL2+	\$ 149.95	9am - 1am / 1am - 9am	512k / 512k

ADSL2+ Bundled	Down + Up Quota	Speed	Price	Peak / Off Peak Time	Shaping
ADSL2+ Business-1	10+10	ADSL2+	\$ 59.95	8am - 2am / 2am - 8am	512k / 512k
ADSL2+ Business-2	100+100	ADSL2+	\$ 79.95	8am - 2am / 2am - 8am	512k / 512k
ADSL2+ Business-3	200+200	ADSL2+	\$ 99.95	9am - 1am / 1am - 9am	512k / 512k
ADSL2+ Business-4	500+500	ADSL2+	\$ 129.95	9am - 1am / 1am - 9am	512k / 512k

ADSL2+ Unbundled	Down + Up Quota	Speed	Price	Peak / Off Peak Time	Shaping
ADSL2+ Business-1	10+10	ADSL2+	\$ 69.95	8am - 2am / 2am - 8am	512k / 512k
ADSL2+ Business-2	50+50	ADSL2+	\$ 89.95	8am - 2am / 2am - 8am	512k / 512k
ADSL2+ Business-3	100+100	ADSL2+	\$ 109.95	9am - 1am / 1am - 9am	512k / 512k
ADSL2+ Business-4	200+200	ADSL2+	\$ 129.95	9am - 1am / 1am - 9am	512k / 512k

ADSL1 Bundled	Down + Up Quota	Speed	Price	Peak / Off Peak Time	Shaping
ADSL1 Business-1	5+5	512k/128k	\$ 64.95	8am - 2am / 2am - 8am	256k / 128k
ADSL1 Business-2	50+50	1500k / 256k	\$ 79.95	8am - 2am / 2am - 8am	256k / 256k
ADSL1 Business-3	100+100	1500k / 256k	\$ 99.95	8am - 2am / 2am - 8am	256k / 256k
ADSL1 Business-4	50+50	8000k / 384k	\$ 99.95	9am - 1am / 1am - 9am	512k / 384k
ADSL1 Business-5	200+200	8000k / 384k	\$ 119.95	9am - 1am / 1am - 9am	512k / 384k
ADSL1 Business-6	500+500	8000k / 384k	\$ 149.95	9am - 1am / 1am - 9am	512k / 384k

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ADSL1 Business-1	5+5	512k/128k	\$ 69.95	8am - 2am / 2am - 8am	256k / 128k
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ADSL1 Business-6	200+200	8000k / 384k	\$ 149.95	9am - 1am / 1am - 9am	512k / 384k