

Eftel Launches Australia's First Prepaid Fixed Line Broadband
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Eftel Ltd (**ASX: EFT**) today announced Australia's first ever prepaid fixed line broadband service.

Eftel Prepaid will provide ADSL2+ broadband services to exchanges on Eftel's network of super-DSLAMs (MSANs) without time-based fees. Customers will pay a one-off membership fee and then pay only for the data they want.

CEO John Lane described the launch of *Eftel Prepaid* as a revolution in the broadband market.

"We have recognised that a significant segment of the market is attracted to prepaid products and no DSL provider is catering to this latent demand. The cost of DSL1 is too prohibitive to support a prepaid product, however DSL2+ infrastructure owners such as Eftel are able to offer such a product viably," he said.

Mr Lane explained the thinking behind the new product. "The old construct by which broadband services were charged for on a monthly basis was a relic of Telstra's preferred model, and nothing to do with any engineering or market imperative."

"We believe the current fixed line broadband product regime has ignored significant market segments, including home renters, light users, high travel individuals, 'Gen Y' and people who just don't like monthly auto-payment."

"Many consumers simply want access to Internet data, nothing more and nothing less, at the fastest speed possible. The same principle underpins the huge popularity of prepaid mobile services – many people don't want to rent a monthly mobile service – they simply want to make mobile phone calls or access data, and feel that's all they should pay for."

"We're really excited by the potential of this shift from traditional Internet products to something that we believe a very large number of people want. We're shaking up the broadband product set."

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About Eftel

Eftel Ltd is a broadband network operator. Through ownership and partnership it provides access to Australia's sixth largest Broadband footprint. It has offices in Perth and Melbourne and operates a state-of-the-art Business Processing Centre located at Cyberjaya in the heart of Kuala Lumpur's Multimedia Super Corridor.

Eftel has several business divisions which utilise the company's network. These operations are wholesale, retail and corporate.

Eftel Corporate is among Australia's most reliable ISPs, offering tailored solutions to business and government clients throughout Australia. It is a preferred supplier to the Victorian Government.

Eftel Retail is a Top 10 Internet Service Provider offering a full suite of consumer Internet products. Its dedicated broadband service **aaNet** is one of Australia's most popular providers among industry opinion leaders, receiving high customer satisfaction ratings in both the PC Authority and Australian Broadband surveys.

Eftel Wholesale services a quarter of Australia's ISPs with a range of services including IP, co-location, dialup ports and DSL Broadband.

In 2009 *Eftel Prepaid* was launched as Australia's first prepaid fixed line broadband service. The product is available for new customers only, at the Website <http://prepaid.eftel.com.au>.