

# Press Release

## **UPC Business launches ultrafast 30Mb Fibre Power broadband to SMEs in Limerick**

**Limerick, December 21st 2009** – UPC Business announced today that it has increased its broadband speeds to 30Mb, 20Mb and 10Mb to the Small and Medium Enterprise market. It is estimated that out of 165,000 companies in Ireland, 82% are small and medium sized enterprises, four out of every five firms in Ireland employ less than 35 people.

The €90 million investment has enabled this speed change and also through ongoing investments built an international IP Backbone which carries data, voice & video traffic via its advanced core optical rings across Europe and to the USA. Since it was built in 1998, the backbone has become one of the top 20 IP- backbones in the world today. In Europe it is the second largest IP transport network and in Ireland our network has an extensive national fibre and wireless network that connects the five main cities, fourteen regional towns and rural Ireland. We also offer international connectivity to most of the major cities in Europe and the USA.

**Gavan Smyth, Business Services Director at UPC Business said:**

“Telecommunications is key to developing the smart economy. It is important to balance the demands of the market with the responsibility of government as a unified approach can provide more customer choice, delivered across a sophisticated and more environmentally aware broadband network. This should enable Irish businesses to compete locally, nationally and on an internal global platform and also help Ireland attract foreign direct investment to help our economy grow again.

“Our competitive advantage lies in both our high capacity optical national fibre network and the breadth of product portfolio, which spans the complete spectrum of business communications. As a leading Business Communications Provider we’re able to deliver faster speeds, reduce SME bills by over 30% and pass on the savings to each client.

“We are constantly looking at new ways to improve the way Irish companies can do business, and our ongoing investment programme is key to this strategy.”