



TPG RELEASES TRULY UNLIMITED ADSL2+

Sydney, Friday 24 September 2010 - TPG Telecom (ASX:TPM) has released its most exciting consumer product bundle ever - the Truly 24x7 Unlimited ADSL2+ for \$29.99 per month.

At only **\$29.99** per month, when bundled with TPG Home Phone Line Rental (\$30 per month), this value for money plan offers **truly unlimited downloads and uploads** at super fast ADSL2+ speeds.

Features of the new Truly 24x7 Unlimited ADSL2+ Bundle plan include:

- Unlimited downloads and uploads 24x7
- 6 and 18 month contract options
- No minimum call spend
- Keep your existing home phone number
- Free IPTV

TPG is one of the few Telco players that have the capability to support this substantial offering. The new plan is made possible by the voice and data technology and infrastructure owned by the Telco.

The acquisition of Pipe Networks earlier this year gave TPG access to an extensive fibre optic network including the wholly owned Pipe Pacific Cable (PPC-1) link between Sydney and Guam with onwards connectivity to the USA and Japan. As a result of this investment, TPG is able to pass on cost savings and a superior range of products and services to its customers.

“This is really the first time Australian consumers can now get fast and unlimited broadband with no cap or quota limit at an affordable price point. The price and value of this bundle is comparable to offers in many international countries including the US and UK” said Craig Levy, TPG Telecom’s General Manager, Consumer Sales and Marketing.

“Australian households are using and relying on the internet more each day and this product is simply perfect for the mass market- we believe it’s going to be a big winner” said Mr Levy.

Unlike competitors such as Telstra and Optus that lock the consumer into a 24 month broadband contract, TPG’s offering has 6 and 18 month contract options. Short term renters do not have to worry about long term commitments or costly cancellation fees when signing up to the Truly 24x7 Unlimited ADSL2+ plan.

The Unlimited product is only available when ADSL2+ and Home Phone Line Rental are purchased as a bundle in selected TPG Coverage areas.

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When you compare this genuinely unlimited offering to plans of Telstra and Optus at similar price point, the value of the TPG bundle stands out.

Plan Comparison*

Provider	ADSL2+ monthly access	Quota	Line Rental	Shaping	Contract Term	Minimum Charge	Extras
TPG	\$29.99	UNLIMITED	\$30.00	n/a	6 & 18 months	\$509.89	Free IPTV
Optus	\$49.99	50GB peak + 70 GB off-peak	\$29.95	64kbps	24 months	\$1918.56	\$50 worth of calls Free modem
Telstra	\$99.99	100GB	included	256kbps	24 months	\$2,411.00	T-Box TV

* Comparison made as at 24 September 2010.

In addition TPG allows customers to add TPG's SIM only mobile plans and obtain further savings. For only \$14.99 per month, Talk and Text Medium includes a cap value of \$700 of standard calls, text and 500MB of included data (usually valued at \$18.99 per month) or Talk and Text Heavy at \$29.99 per month, includes a huge cap value of \$1000 of standard calls, text and 1.5GB of included data (usually valued at \$35.99 per month).

Media Contact

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