

## **FASTWEB presents Internet at 100 Mbit/s to 2 million Italian families and small enterprises**

**As of today, it will be possible to navigate at 100 Mbit/s in Milan, Rome,  
Genoa, Turin, Bologna, Naples and Bari with the new offer FIBRA 100**

*Milan, 2<sup>nd</sup> September, 2010* - In the year 2000, FASTWEB connected its first customer with optical fiber. Today it offers Internet at 100mbit/s to the two million Italian families and enterprises which are reached by FASTWEB's fiber network who will now be able to navigate at ultra high speed and with maximum reliability. It is the first time in Europe that such a large number of residential customers and small enterprises are connected to such a high performing new generation network. With FIBRA 100, FASTWEB confirms its technological leadership in broadband access in Italy.

Carsten Schloter, FASTWEB's CEO, declared: "We are convinced that our offer of 100 megabit per second - which is unique in Europe thanks to the extensiveness of our fibre footprint - will trigger the appreciation of the benefits of ultra broadband in the Italian population and will accelerate the realization of the national NGN project which is so important for Italy today."

FIBRA 100 will enable the families and companies reached by FASTWEB's network to navigate at 100 Mbit/s, compared to an average ADSL speed of 4.1 Mbit/s in Italy. Procedures such as the download of movies or multimedia content, which previously took ten or more minutes, can now be carried out in less than one minute with FIBRA 100.

FASTWEB's 100 Mbit/s offer is possible thanks to the investments made on the new generation network since its foundation in 1999. FASTWEB has invested approximately 5 billion Euro to build a 31,000 kilometer long optical fiber network. A *future-proof* network which continues to show its potential, infact the transition from 10 to 100 Mbit/s is achieved simply by replacing the access device - the Cpe (Customer premises equipment) or HAG (Home access gateway)- at the customer's premises.

The request for ultra high speed connection is increasing in Europe and heavy investment is being made in many European countries. FASTWEB was the first company in the world to develop an optical fiber network and to adopt the IP protocol for voice, data and video transfer. Now, it has decided to launch a special offer for households and small enterprises with the firm belief that broadband availability will trigger innovative services such as high definition and 3D TV, the connection to remote devices for data, video and music storage and sharing, telemedicine, e-government, telecommuting, teleconferencing services and high definition video transmission.

### **Our Offer**

Starting from 6<sup>th</sup> September, the FIBRA 100 offer can be purchased through all the standard sales channels by families and enterprises reached by the FASTWEB fiber network in Milan, Rome, Genoa, Turin, Bologna, Naples and Bari. As of October, it will be possible for existing FASTWEB customers in these cities to migrate to the new service.

FIBRA 100 allows 100 Mbit/s in download and 10 Mbit/s in upload and is sold as an additional option with Internet subscription plans. The one-time cost for service

activation is 100 Euro. The monthly fee is 15 Euro (at present, there is a promotion at 10 Euro "forever") and it includes the "We care gold" service with access to the Premium Contact Center.

For shops, artisans and professionals, the FIBRA 100 offer is complementary to the basic plans of the *FASTWEB Soluzione Impresa* portfolio and allows for access to Business Care services, a professional customer care service which also provides line backup in case of service inefficiency.

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