

March 8, 2010

O2 Extends Fixed Line Business Services

Filed in Telecoms, Post & Mobile Phone Technology on March 8, 2010

Dublin, Monday 8 March, 2010 - Telefónica O2 Ireland today announced that it is extending its range of landline and fixed broadband business services, targeting both SMEs and larger businesses.

The new services will deliver a “one stop shop” for a company’s communications needs across fixed and mobile through bundled fixed line and broadband from EUR49.99* per month (ex VAT) incorporating free calls to O2 mobiles and free local, national and UK calls to landlines.

With O2’s new fixed services customers will be able to receive one bill for their fixed broadband, landline and mobile services. O2 will also provide an IT support service that makes it easy for businesses to switch their broadband provider, a feature which is unique to O2 in the marketplace.

Recent research by Comreg found that only 8% of Irish businesses currently use a single supplier for fixed and mobile communications.** O2’s own research also found that 59% of businesses would prefer to have their mobile and fixed services from the one provider.*** This is consistent with Comreg data which found that 60% would be interested in the one supplier of fixed and mobile services.**

Commenting Alan Brown, Business Sales Director - Telefónica O2 Ireland, said, “Our research tells us that customers want the ‘one stop shop’ bundled solution that will meet all of their communications requirements, mobile and fixed, with one monthly bill. To that end, O2 has invested significantly in a new systems infrastructure to deliver this seamless service to our customer.”

O2 initially launched fixed services for SMEs in 2008. O2 is reselling eircom wholesale lines to provide its fixed line service.

* Initial three month promotional 50% discount offer available - EUR24.99 per month (ex VAT).

** Comreg report - SME and Corporate ICT Research H2 2009

*** Behaviour & Attitudes Survey of over 300 SMEs, November 2009

-ends-

For further information please contact:

Diarmuid O’Neill Mary O’Brien or Kerri Crowley

O2 Simpson Financial & Technology PR

086 854 2255 01 260 5300 or 086 686 0223