

# Media Release



## iiNet bares all with new Naked Value plan

**4 October 2012:** iiNet has launched a new entry-level Naked DSL plan with a 100 gigabyte (GB) data quota for \$59.95\* a month.

The new Naked Value plan provides customers with a high-speed broadband service that eliminates the need for monthly line rental. A business version of the plan is available for \$79.95 per month.

iiNet has also doubled the data quota for its Naked Home-1 and Naked Business-1 plans to 200GB, giving customers a significant boost in value.

Both the iiNet Naked Value service and the upgraded Naked Home-1 plan include Anytime data quotas.

iiNet's Chief Product Officer, Stephen Harley, said he expects strong demand for the Naked Value plan.

"With a 100GB data quota, it offers great value for customers who no longer want to fork out for line rental," Mr Harley said.

The iiNet Naked Value plan is available on a 24-month contract\*.

\*For more information on iiNet's Naked DSL plans, visit [www.iinet.net.au](http://www.iinet.net.au)

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### **About iiNet**

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2,000 inquisitive staff across four countries and support over 1.7 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.