

Media Release

BoB2 sales are rental as anything

1 September 2011 – iiNet’s latest gizmo, BoB2, has gone rental with the all-in-one Internet and phone solution now available for \$9.95 per month, saving customers the upfront costs of purchasing the hardware outright.

Developed by iiNet’s Research and Development division, iiNet Labs, BoB2 is sleek and sexy in design, comes with a handset and provides superfast broadband, secure wireless connectivity, two phone services and an in-built answering machine.

Stephen Harley, iiNet’s Chief Product Officer, said the introduction of BoB2 Rental will make the modem router accessible to more people.

“Making BoB2 available on a 24 month rental plan gives customers more choice when looking to upgrade their hardware. Now everyone can have the latest technology from iiNet Labs for an affordable monthly cost,” Mr Harley said.

“BoB sales lifted by more than 50 per cent when a rental option was made available in the past, and we expect this to be a very popular option once again.”

BoB2 Rental is available to all iiNet, Westnet and Netspace customers. BoB2 is still available to purchase for \$279. Customers currently renting BoB will need to see out the end of their current contract before upgrading to a BoB2 Rental plan.

iiNet’s Mobile Voice plans have also been revamped, offering more value for the same monthly cost. The industry leading plans pack-a-punch when it comes to included calls and data.

“Existing iiNet and Westnet Mobile Voice customers will be moved over to the new plans without needing to do a thing so they too can enjoy the added benefits and value,” Mr Harley said.

For more information on BoB2 Rental and iiNet’s Mobile Voice plans, visit www.iinet.net.au.

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QUALITY ISO 9001
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WINNER
Partnerships for Growth
(iiNet & fetchtv) and
Communications
Ambassador,
ACOMMS Communications
Alliance & CommsDay
Awards 2011



National Large Business - iiNet
WA Large Business - iiNet
WA Service Excellence in a
Contact Centre – Westnet
Customer Service Institute of
Australia (CSIA)



WINNER
Carrier of the Year Award,
Highly commended - iiNet’s
‘work from home’ program,
Australian Telecommunications
Users Group (ATUG)

A full list of current awards
can be seen at [iinet Awards](http://iinet.net.au/awards)

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 2000 inquisitive staff across four countries and support over 1.3 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.