World Wide Packets Names Chad Whalen SVP of Business Development
Brings Additional Focus to Global Carrier and MSO Marketplace.

Spokane, WA, August 17, 2004 – World Wide Packets, the leading provider of Ethernet Access networking solutions, announced today that Chad Whalen has joined the company as Senior Vice President of Business Development. Whalen will oversee the company's relationships with large carriers and MSOs while contributing to partner initiatives with global equipment vendors. World Wide Packets also announced that Robert Picker has expanded his role to oversee global sales and customer support as Senior Vice President of Sales and Customer Support.

Whalen brings 12 years of experience in complex account planning and sales negotiation to World Wide Packets. Most recently, he was Vice President of Sales in North and South America for CIENA Communications, where he was responsible for CIENA's largest sales initiatives and was actively involved in their strategic partnering and acquisition strategy. Prior to CIENA, he was Director of North American Sales for Allied Telesyn where his responsibilities included channel and OEM sales. Mr. Whalen has also held positions at Kent Datacomm and Cabletron Systems Inc.

"Bringing on a leader with Chad's impressive track record will fuel our growth in a key market segments while simultaneously expanding our partnership opportunities with some of the world's best known network equipment vendors," said Dave Curry, President and CEO of World Wide Packets. "Chad will work closely with Rob to accelerate expansion of our position as the leading vendor of Ethernet Access solutions."

Rob Picker is a veteran of World Wide Packets, where he has overseen tremendous customer growth, including recent wins such as Great Wall Broadband, ntl and Danville, VA. Prior to World Wide Packets, Rob forged an impressive career with IBM, Sync Research and Carrier Access Corporation.

About World Wide Packets
World Wide Packets LightningEdge® Ethernet service delivery access network solution, enables delivery of simultaneous telephony, business and entertainment video, broadband data, and Internet access services, to any combination of business and residential subscribers, using Ethernet over fiber and copper medium. By bringing together the limitless bandwidth capabilities of a fiber infrastructure with the affordability and proven performance of Ethernet, these networks eliminate the constant bandwidth challenges now facing network operators. World Wide Packets is a privately held corporation, and a recognized pioneer of Ethernet geographic network solutions. For more information on World Wide Packets, please visit www.worldwidepackets.com.

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