



## **World Wide Packets Helps Telewest Deliver Ethernet Services**

*UK Broadband Provider Launching New National Ethernet Service Using LightningEdge®*

**Spokane Valley, WA and Woking, United Kingdom, January 18, 2005** - World Wide Packets, the leading provider of Ethernet Access Networking Solutions, announced today that its LightningEdge® suite is in deployment by Telewest Business, the supplier of broadband communications to the public and private sector markets. Telewest Business will use World Wide Packets equipment for its National Ethernet service across the UK.

Telewest Business is already a recognized leader in providing advanced Ethernet services to organizations in metropolitan areas. Today's announcement gives enterprises the freedom and flexibility to consolidate multi-site bandwidth infrastructure or replace legacy ATM or frame relay networks.

"Businesses across the UK can connect to an ultra high-speed broadband backbone that can support any combination of applications they use today or will use in the future," said Meyrick Vevers, commercial director of Telewest Business. "World Wide Packets' LightningEdge was the best solution that met and exceeded all of our requirements including working with our existing MPLS (Multiprotocol Label Switching) architecture. As a result, we are able to seize the tremendous advantage of our all-optical infrastructure and provide the scalability and dedicated QoS our customers require."

Telewest Business' National Ethernet service will rely on dedicated VLANs for each customer, a distinct feature of World Wide Packets' LightningEdge solution that imparts secure and intelligent bandwidth segmentation for all applications. Additionally, World Wide Packets' LightningEdge Network Supervisor (LE-NS) provides comprehensive, end-to-end management and provisioning.

“Service providers like Telewest demand equipment that delivers the quickest return on ROI while allowing them to support customers’ evolving demands,” said David Curry president and CEO of World Wide Packets. “Our selection by Telewest Business’ National Ethernet service underscores the tremendous potential and traction our solution has with carriers around the globe. Simultaneously, it showcases the vision and commitment of Telewest Business to bring the advantages of an optical infrastructure to their rapidly-growing customer base.”

### **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](http://www.worldwidepackets.com).

Access Brilliance, Ethernet to the Subscriber, ETTS, Fiber to the Subscriber, FTTS, LightningEdge, World Wide Packets and the World Wide Packets logo are trademarks of World Wide Packets Incorporated. All other trademarks are the property of their respective owners.

### **About Telewest Broadband**

Telewest Broadband, the broadband communications and media group, currently passes 4.9 million homes and provides multi-channel television, telephone and internet services to 1.74 million UK households, and voice and data telecommunications services to around 67, 000 business customers. Its content division, Flextech, is the BBC's partner in UKTV. Together they are the largest supplier of basic channels to the UK pay-TV market with a portfolio that combines wholly owned and managed channels, including the fourteen joint venture channels with the BBC. For further information go to [www.telewest.co.uk/media](http://www.telewest.co.uk/media)

In May 2004, Telewest Business was awarded the Communications Management Association (CMA) Chairman's Award for exceptional Customer Satisfaction ratings in the Wireline Services and Internet/Online Services sections of the CMA's “Communications Market UK 2003” report. More information can be found at [www.telewest.co.uk/business](http://www.telewest.co.uk/business)

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