



NEWS RELEASE

THE BROADBAND FORUM WELCOMES FOUR NEW AMBASSADORS INTO ELITE PROGRAMME

5 February 2009 - The Broadband Forum, formerly the DSL Forum, has today announced the induction of Joel Pennington from ClearAccess, Jaume Rius i Riu from Ericsson, Bernard Dugerdil of Freescale Semiconductor and Benjamin Hickey from Juniper, into its Ambassador rankings.

The goal of the Ambassador Programme is to promote the work of the Broadband Forum around the world and to provide education on broadband advancements and applications to the telecom, information and consumer electronics industries, as well as other interested parties. This is achieved through speaking engagements and attendance at industry events.

Broadband Forum Ambassadors are specially selected for their breadth of experience, knowledge and specific subject matter expertise within the industry and the many regions in which they work.

"Our Ambassador Programme recognises the commitment and value a member has brought to the Broadband Forum," Dov Zimring, Ambassador Committee Chairperson commented. "All four new ambassadors have shown true dedication to driving the work of the Broadband Forum, and we would like to thank them for sharing their talents and knowledge, and encouraging the adoption of Broadband standards through the Ambassador programme."

Robin Mersh, COO of the Broadband Forum added, "We are extremely proud of our Ambassador Programme and all that it achieves for the Broadband Forum as a whole. I am delighted to welcome Joel, Jaume, Bernard and Benjamin into this prestigious group and have no doubt they will play an integral part in helping to drive our continued global outreach efforts."

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For photos and biographies of these new Ambassadors as well as the full Ambassador corp, please [follow this link](#).

For further information please contact Louise Hatton on +44 (0) 115 948 6901 or email louise@bcspr.co.uk.

About the Broadband Forum

The Broadband Forum mission is to develop the full potential of broadband. Focused on home-to-core network and management solutions, our standards empower providers to achieve more with their broadband deployment. Established in 1994 as the ADSL Forum and later as the DSL Forum, the Broadband Forum has seen its work over the past 14 years evolve from addressing physical layer ADSL transport specifications to advanced transport and management specifications for all forms of broadband. The Broadband Forum's formal BroadbandSuite™ Release Program and all technical reports are publicly available at www.broadband-forum.org