



NEWS RELEASE

DSL FORUM APPOINTS SPECIALIST TELECOMS PR AGENCY FOR GLOBAL SUPPORT

June 13, 2007 - BCS Public Relations, a leading Europe-based specialist telecoms and technology agency, has been selected to provide global PR support to the DSL Forum. BCS PR will work to build upon the Forum's profile as the leader in developing broadband specifications, which enables broadband services to be rolled out more quickly and effectively around the world.

BCS PR has a proven track record in the technology arena: the company's employees have more than 20 years' experience in telecoms and technology, and the agency counts some of the world's most advanced telecoms companies in its client base.

"The telecoms world is growing rapidly as technologies converge and capabilities increase," said Brian Dolby, Managing Director at BCS PR. "The DSL Forum provides a vital service, enabling telecoms operators to manage their networks more efficiently. It also provides the tools necessary for vendors to interoperate more effectively, which in turn has led to the broadband communications that we all enjoy today.

We are now looking forward to contributing to the Forum's future growth and success as they expand their scope to address fiber and alternative broadband transport, and as they focus on service delivery solutions for multimedia applications," adds Brian.

The DSL Forum is a consortium of 200 leading companies which cover telecommunications, networking, computing and equipment. The Forum strives to develop the full potential of DSL and other access technologies, to meet the needs of a demanding broadband market.

George Dobrowski, Chairman and President of DSL Forum, commented: "The DSL Forum has a global presence and we were looking for an organisation that had proven ability within the telecoms industry worldwide. BCS PR demonstrated their global outreach capabilities and shares the Forum's vision to educate the evolving markets around the world. We are pleased to be partnered with such a strong telecom agency as we launch this next phase of broadband standards development."

BCS PR has a growing portfolio of hi-tech and telecoms clients, based in the US, Europe, Asia and Africa.

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About the DSL Forum

The DSL Forum tailors broadband to meet the needs of the next generation of multi-media services and the online community. By forging agreements on common technical requirements and embracing new applications, the Forum works to streamline processes, define specifications, and share best practices that set the stage for effective deployments and explosive global DSL growth. Established in 1994, the DSL Forum is an international industry consortium of over 200 leading service providers, equipment manufacturers and other interested parties. Please visit www.dslforum.org for more information.