

# AFFINITY ANNOUNCES NEW OPERATING STRUCTURE

Submitted by: Midnight Communications

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Affinity Internet Holdings plc today announced a new operating structure, comprising three main business divisions: Affinity Internet, Affinity Telecom and Affinity Commerce. The company hopes the changes will enable it to communicate its entire offering, as well as reflecting a growing market demand for integrated white-label solutions.

As part of the new structure, Affinity has also announced a new operating board, comprising of established members of the Affinity management team with the addition of four new senior management appointments, including June May, a former Novell Vice President, as UK CEO (please see other release).

Affinity Internet includes the UK's largest provider of Virtual Internet Service Provision (VISP). It offers a full range of Internet Service Provider packages, including metered and unmetered (FRIACO), narrowband and broadband (ADSL) options. There are currently over 150 branded ISPs running on Affinity Internet's infrastructure, including Tiny Computers, Egg and Powergen.

Affinity Telecom provides fully managed brandable fixed and wireless telephony services to companies wishing to take advantage of the deregulated telecommunications market. Affinity Telecom also offers a ground-breaking convergent billing platform to facilitate multi-utility billing based on the industry-leading Geneva technology.

Affinity Commerce provides unique content management and portal solutions, including advanced customer relationship management (CRM) and commerce services for brands across all platforms.

Wayne Lochner, Global CEO, commented: "A decision was made to focus on our core business in order to concentrate on driving profitable revenue through the firm, as well as simplifying the message being conveyed to our market."

"All of Affinity's white-label services - from Virtual Internet Service Providers (VISPs) to mobile telephony - are complementary and designed to be integrated. Pulling them together under one brand just makes good business sense."

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#### About Affinity Internet Holdings PLC

Affinity is a provider of white-label, Internet and telecoms services and technologies to major brands, including Tiny Computers, Powergen, Royal Bank of Scotland and Egg. Founded in 1995 Affinity employs over 200 people in Europe, Africa and the Asia-Pacific region and is listed on the London Stock Exchange (UK:AIH).

It comprises three main business divisions:

Affinity Internet is the UK's biggest provider of Virtual Internet Service Provision (VISP) with over 150 branded ISPs running across its infrastructure in the UK alone. It offers a full range of SME and ISP packages through its client brands including metered and un-metered, narrowband and broadband (ADSL).

Affinity Telecom offers brandable fixed and wireless telephony services as well as a pioneering convergent billing platform based on the industry-leading Geneva technology.

Affinity Commerce offers brandable web, mobile and iTV content, e-commerce, software, portals and advanced customer relationship management (CRM) services.

Affinity has built its technologies and services working with companies regarded as the best in their respective fields, including strategic partners: ICL, Cisco Systems, and ClientLogic. Other key relationships include Cable & Wireless, British Telecom, COLT, Vodafone UK, Applied Psychology Research (APR) and Synigence. For more information about Affinity, visit the WWW <http://www.affinity.uk.com>