

POST ITV DIGITAL, APPLICA BROADBAND GIVES SOMETHING BACK TO FOOTBALL

Submitted by: Bratton PR (Middlesex)

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applica broadband - a new provider of flexible, low-cost, high-speed broadband solutions – has today launched an initiative designed to give something back to football, in recognition of the financial difficulties being faced by many clubs following ITV Digital's collapse last Spring.

The company has pledged a donation of up to £20 per new broadband user to his or her football club of choice in England and Scotland, which will be particularly welcomed by teams in English Divisions one, two and three that have suffered financial constraints since the broadcaster's demise. A full list of teams eligible for donations can be viewed at www.applicabroadband.co.uk/supportyourteam.

applica broadband's initiative will also boost the government's aim to get everyone in the country online by 2005: as football is our national sport, the promotion has universal appeal, encouraging more people to sign up to low-cost broadband.

Football fans enjoy checking their favourite club's web site on a regular basis, but many are left frustrated when they try and download video footage via a standard dial-up internet connection, thereby diminishing the enjoyment of their online experience. applica broadband's high-speed solutions facilitate easy access to video, TV and audio features available on club web sites - up to 40 times faster than a standard dial-up connection - and the ADSL technology enables fans to discuss the site with friends while connected to the internet, via the same phone line.

Alan Hutchinson, Press Officer for Wycombe Wanderers FC, said: "We are delighted to be involved with applica broadband's 'give something back' campaign – the financial support is great for us, as it is for other clubs in these cost-conscious times. Also, backing the growth of broadband demonstrates to fans just how serious we are about giving them the best online experience – our official web site is the only Wycombe Wanderers site to offer full TV, video and audio features, with player and manager interviews already proving popular."

Simon Smith, CEO of applica broadband said: "This is a chance for football fans across the country to give something back, financially, to their favourite teams, at the same time as optimising their enjoyment of club web sites which incorporate increasingly sophisticated, bandwidth-hungry, audio-visual features."

About applica broadband <http://www.applicabroadband.co.uk>

applica broadband's low-cost ADSL broadband solutions offer a fast and reliable service with flexible payment schemes, and a minimum contract of just three months. Its connect range currently offers four different products:

Connect Solo - £26.99 per month (incl. VAT), 512Kbps download speed, suitable for single home or office use – £5 donation per connection.

Connect 500 - £65 per month, 512Kbps download speed, suitable for organisations with up to 5 internet

users – £10 donation per connection.

Connect 1000 - £99 per month, 1Mbps download speed, suitable for organisations with up to 10 internet users – £15 donation per connection.

Connect 2000 - £135 per month, 2Mbps download speed, suitable for organisations with up to 20 internet users – £20 donation per connection.

For further press information or to arrange an interview with Simon Smith, CEO of applica broadband please contact:

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