

# AOL UK enhances portfolio of broadband services with new prices and an entry-level 256Kbps package

Submitted by: AOL UK  
Wednesday, 19 May 2004

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Straightforward pricing without capacity limits or surcharges brings choice, clarity and value to UK broadband market

AOL UK today introduced a new portfolio of broadband services designed to deliver choice, clarity and value to UK Internet users by focusing on straightforward pricing with no upfront fees, no capacity limits and no surcharges for 'heavy' usage – plus a free customer helpline.

AOL UK, which has more than 325,000 broadband subscribers, has also broken the £20 barrier with its new entry-level broadband service, which will cost just £19.99 a month for an always-on connection at up to 256Kbps downstream and upstream.

AOL Broadband Gold (up to 512Kbps) will now cost £24.99 instead of £27.99 a month and AOL Broadband Platinum (up to 1Mbps), previously £34.99 a month, will now cost £29.99 - a market-leading price.

Karen Thomson, Chief Executive of AOL UK, said: "AOL has always delivered flat-rate services to its members wherever possible because they value the certainty of a fixed monthly fee without hidden costs. Our new broadband portfolio offers a range of speeds to suit individual needs without any risk of surcharges or capacity limits, providing much needed clarity to the consumer in a highly confusing market."

She added: "Our in-depth research shows that very few consumers have any idea or interest in what a one or two Gigabyte (GB) capacity imposed by some providers actually means in terms of usage. In fact, many AOL Broadband members already use a total of more than 1GB of data each month and this is likely to increase as additional broadband features and content are introduced. This demonstrates the real comparative value of broadband services that have no usage limits."

Uncapped services enable members to take advantage of the best broadband content, including online radio, video streams of their favourite music videos or films, sending large attachments and downloading software and photos; all as much as they want without worrying about surcharges.

AOL Broadband Silver will be offered first to the existing AOL dial-up member base and is available for pre-order from today by telephone or online. It will be available to other UK consumers next month.

Up to five times faster than a standard dial-up connection, AOL Broadband Silver provides a stepping-stone for users who want an always-on connection and a faster online experience, while consumers who want to watch streamed content and send large attachments can take advantage of AOL Broadband Gold or AOL Broadband Platinum.

David Carr, VP of Broadband for AOL UK, said: "We will continue to deliver exclusive content and features that make the best of the speed offered by each respective product, including where possible dedicated content for the large number of members on our Platinum service. With that in mind, we are

continuing to actively seek out the most innovative and compelling content and applications that make the most of the broadband medium.”

AOL is currently working on a number of new products and services, including video-on-demand, 2Mbps broadband, extended Voice-Over-IP services and wireless broadband connectivity.

AOL Broadband is available over DSL on a standard telephone line subject to availability. AOL Broadband Gold on Cable is also available on the NTL broadband-enabled network. AOL does not currently enforce any capacity limits on this service.

- Ends -

Notes to Editors:

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AOL Broadband Portfolio

- AOL Broadband Silver (up to 256Kbps) – now £19.99 a month, with free modem and installation. Available for current dial-up members with a BT line to pre-order from 19 May and for other UK consumers next month. Includes firewall software, anti-virus email scanning and all the features of AOL dial-up at no extra charge. Available for DSL subscribers only.
- AOL Broadband Gold (up to 512Kbps) – now £24.99 a month, with free modem and installation, plus free webcam for anyone signing up before the end of May. Available to UK consumers from 19 May. Existing customers will receive an automatic price reduction on their monthly fee. Includes firewall software, anti-virus email scanning and an exclusive package of broadband content at no extra charge.
- AOL Broadband Platinum (up to 1Mbps) – now £29.99 a month, with free modem and installation, plus free webcam for anyone signing up before the end of May. Available to UK consumers from 19 May. Existing customers will receive an automatic price reduction on their monthly fee. Includes firewall software, anti-virus email scanning and an exclusive package of broadband content at no extra charge. Available for DSL subscribers only.

About AOL UK

AOL is the leading online interactive services provider to the UK, with more than two million members. AOL offers a range of online interactive services in the UK, including flat-rate, broadband and mobile, as well as unrivalled content and community for all the family.

Members spend more than one hour a day online on average, enjoying access to AOL's 24 channels of online content, from Entertainment and News to Parenting, Shopping and Money, as well as email and the

Internet. All AOL members in the UK have access to freephone customer support.

The AOL service is provided to UK subscribers by AOL Europe Services SARL, a company in the AOL group based in Luxembourg. AOL (UK) Limited is part of AOL Europe, a business unit of America Online Inc., which is the world's leading interactive services company with more than 32 million members worldwide. America Online Inc. is a division of Time Warner Inc., the world's leading media and entertainment company.