

AOL enhances entry-level broadband service with new price and range of educational content

Submitted by: AOL UK

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Reiterates commitment to delivering choice, clarity and value to UK consumers with unlimited broadband services

Announces plans for 2Mbps trial in the UK

AOL today announced a new price and additional education content for its AOL Broadband Silver package (up to 256Kbps) in the UK, making its unlimited broadband services available from £17.99 a month.

To broaden its offering for speed-hungry Internet users, AOL is also planning to give current members in the UK the opportunity to trial a broadband service at speeds up to 2Mbps later this year.

AOL announced that it had passed the 500,000 broadband subscriber milestone in the UK at the end of August 2004 and has continued to experience rapid growth in recent months. Its portfolio approach provides Internet users with a choice of broadband services, whether they are looking for a stepping stone to broadband, want to actively engage with content such as music downloads, film clips and online games, or make the most of home networking.

Karen Thomson, Chief Executive of AOL UK, said: "By making AOL Broadband Silver available for just £17.99 a month and announcing our plans to trial a service at up to 2Mbps, we are opening up the possibilities of broadband to even more consumers."

"Our broadband portfolio offers a range of speeds, content and features and unlike many other UK broadband providers, we are fully committed to delivering unlimited broadband services that give consumers peace of mind – which means no capacity limits, no usage surcharges and no barriers to the amount of time they spend online."

Up to five times faster than a standard dial-up connection, AOL Broadband Silver is ideal for consumers who want a faster, always-on Internet connection and to be able to use the telephone at the same time as being online. The service now costs £17.99 a month – previously £19.99 a month – with no upfront

fees and a free customer helpline. AOL Broadband Silver includes all the features and content available to AOL dial-up members including Video Instant Messenger, AOL Talk and Parental Controls, plus free exclusive access to educational video content on the new AOL Learning channel, and free firewall software.

AOL also continues to develop innovative broadband services for advanced Internet users, including faster speeds and compelling content and applications. The planned trial of an AOL Broadband service at speeds up to 2Mbps later this year will give users a connection speed up to 40 times faster than a dial-up connection - ideal for streamed content, online gaming, sending large files, working from home and home networking.

David Carr, VP of Broadband for AOL UK, added: "Broadband is a fantastic platform for content in areas as wide-ranging as music, games and education, as well as communication tools like Video Instant Messenger and digital photo applications such as You've Got Pictures. We want more people to be able to take advantage of this."

"Today's announcement underscores our focus on ensuring that our broadband portfolio meets the evolving needs of UK Internet users. Our research tells us that as well as even faster broadband connections, exciting content, and built-in safety and security features, they want voice services, Video on Demand and wireless connectivity – so we are looking at all this and more."

Further information about AOL's unlimited broadband services can be found at www.aol.co.uk/broadband

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Notes to Editors:

About the AOL Broadband Portfolio

AOL Broadband Silver (up to 256Kbps) - Now £17.99 a month (previously £19.99 a month) with free modem and installation. Available to AOL members and other consumers in the UK from 27 October 2004. Existing AOL Broadband Silver members will receive an automatic price reduction on their monthly fee on their first billing date on or after 27 October 2004. Includes firewall software, anti-virus email scanning and all the features of AOL dial-up at no extra charge, plus free exclusive access to educational video content within AOL's new Learning channel. Available for DSL subscribers only.

AOL Broadband Gold (up to 512Kbps) - £24.99 a month, with free modem and installation. Includes firewall software, anti-virus email scanning, home networking support and an exclusive package of broadband content at no extra charge.

AOL Broadband Platinum (up to 1Mbps) - £29.99 a month, with free modem and installation. Includes firewall software, anti-virus email scanning, home networking support and an exclusive package of broadband content at no extra charge. Available for DSL subscribers only.

About AOL

AOL is the leading online interactive services provider to the UK, with more than 2.3 million members, including more than 500,000 on AOL Broadband. 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 30 million members worldwide. America Online Inc. is a division of Time Warner Inc., a leading media and entertainment company, whose businesses include interactive services, cable systems, filmed entertainment, television networks and publishing.

