

# Be to launch pay-as-you-go

Submitted by: BOTTLE PR

Tuesday, 3 January 2006

---

Revolutionising the cost of broadband:

Be to launch pay-as-you-go

Be, the ultra fast broadband provider is finalising the launch plans and pricing for a new product out later this month. 'Be lite' will revolutionise the broadband market by offering up to 24 meg broadband for under £15 per month.

'Be lite' will include an initial usage allowance, which can be topped up as needed. Although 'Be lite' is aimed at light users, it is not light on features. It will still deliver staggeringly fast download speeds of up to 24 meg together with 24/7 member support hotlines and a free 'Be Box' wireless router worth over £100.

ENDS

Download Be images: <https://www.bethere.co.uk/mediaresources.do>

Media contacts at [www.BeThere.co.uk](http://www.BeThere.co.uk)

Paul Smyth  
Be Media Team  
BOTTLE PR  
t: 01865 882 988  
e: [paulsmyth@bottlepr.co.uk](mailto:paulsmyth@bottlepr.co.uk)

About Be

Be Un Limited ("Be") is the UK's first Internet service provider (ISP) to harness the latest ADSL2+ technology to maximise the potential of your BT phone line at a highly competitive price. The company is deploying its own network in the UK, utilising the Local Loop Unbundling (LLU) EU directive, which allows independent operators to lease incumbent's (British Telecom in the case of the UK market) last mile access infrastructure.

Be describes itself as 'life uninhibited' – a freedom to be how you want to be online, supported by a 24/7 service with free customer support and a free top-of-the-range Be Box wireless modem.