

## New era for broadband in London

### Capital's first wireless broadband network offers simple-to-use "fibre-fast" service for homes and businesses



A transformation in London's broadband begins today, with the launch of **Relish** - the new central London "plug and play" service that spells the end for connection delays and complicated tariffs - without the need for a telephone landline.

**Relish** aims to disrupt the London broadband market with a combination of next working day delivery, instant connection, and transparent pricing. It offers both Home Broadband and a Pocket Hub for mobile broadband.

#### ***Fibre-fast speeds without the wires...***

Relish meets the needs of Londoners, who demand fibre-fast speeds at work and play, but don't want the complications associated with traditional broadband services, such as waiting hours or days for engineers to install or signing up to longterm contracts.

#### ***Fast delivery...***

Relish customers can get broadband delivered to their home or office in Central London next working day.

#### ***Simple 'plug and play' set-up...***

Once the Relish Hub arrives, it really is as simple as plug and play. Customers only need to take the product from the box and plug it into a power socket; what could be simpler?

#### ***Transparent pricing, no hidden charges and no 'landline tax'...***

Relish isn't out to confuse customers with hidden data charges, it offers unlimited data packages, so there are no nasty surprises for data usage. Broadband from Relish is incredibly competitive, with pricing from as little as £20 per month, and doesn't force customers to pay for fixed telephone lines that they don't want.

## ***And it's flexible...***

Being with Relish is truly flexible: there are no 18 or 24 month contracts; customers can buy fibre-fast wireless broadband for just one month at a time or opt for a 12 month contract if they wish.

**Nicholas James, CEO of UK Broadband, which is launching Relish, said:** "London is home to some of the world's most talented and busy people, who have to suffer long delays in getting their broadband service set up and pay a 'landline tax' for a service they often don't need. **Relish** wants to give Londoners the broadband they deserve - and will shake up the market with a fair and transparent service that meets the digital demands of modern Londoners."

To become a **Relish** user, simply order online at [www.relish.net](http://www.relish.net) and a new broadband hub will be delivered the next business day, ready for immediate installation.

### **Relish's Key Service Features:**

- Broadband delivered next working day in central London
  - 'Plug and play' simple set-up
  - No need to take a phone line
- No long contracts or hidden charges
  - Unlimited data

For more information please visit: [www. Relish.net](http://www.Relish.net)

**-ENDS-**

**For further information please contact:**  
[relish@wcommunications.co.uk](mailto:relish@wcommunications.co.uk)



### **Notes to editors**

#### **About Relish**

Relish is a new communications provider for Central London. We know London's people and businesses are always busy and on the move, so our services help them get online quickly and easily at fibre-fast speeds without any hassle.

Our exclusive 4G and wireless networks mean that you can get online, fast, without needing to wait for a broadband installation guy, long contracts or unwanted landlines.

From our home and business broadband services through to our Dedicated Business Internet, if you're in need of fibre-fast internet without the kerfuffle, we've got you covered. Plus our Pocket Hub puts a Wi-Fi hotspot in your pocket when you're out and about.

Relish. Fibre-fast broadband without the wires.

## **About UK Broadband**

UK Broadband switched on the first 4G LTE system for commercial services in the UK, in February 2012, in London. We now provide 4G LTE services in a number of cities, towns and commercial campuses in the UK.

Additionally, UK Broadband provides other wireless data capacity, services and solutions to commercial enterprises, public sector organisations and channel partners throughout the UK.

Relish is operated by UK Broadband, part of the PCCW Group that includes HKT, Hong Kong's premier telecommunications service provider and largest mobile service operator.