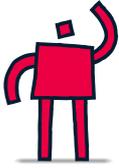


UK Broadband launches Relish London's first wireless broadband service



London, England – UK Broadband today announces the launch of **Relish**, a transformational broadband offering for both businesses and consumers in the capital, which provides fibre-fast speeds without the wires and is self set-up in minutes.

Relish aims to disrupt the London broadband market with a combination of instant connection, unlimited data, and transparent pricing. It offers four core products: Home Broadband, Business Broadband, Mobile Broadband (Pocket Hub) and Dedicated Business Internet. Home, Business and Mobile services promise next business day delivery and installation from time of order, while the Dedicated Business Internet service (similar to a leased line) is provided within 10 days.

Targeted at Londoners who demand fibre fast speeds but don't want the complications associated with traditional broadband services, **Relish's** core wireless offering provides fibre-fast broadband without the hassle of installation delays, landlines or engineer visits.

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. It switched on Britain's first 4G LTE system for commercial services in February 2012 in London and currently provides 4G LTE services in a number of cities, towns and commercial campuses across the UK. The business is broadening its reach to offer the transformational **Relish** service to support the service requirements of Londoners.

Nicholas James, CEO UK Broadband, said: "Central 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."

Relish products are available with immediate effect for businesses and consumers within Central London. The business plans to expand across Greater London and out to other UK towns and cities in the future.



Relish Broadband 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



-ENDS-

For further information please contact:

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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.

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