

**Press release**  
**September 2, 2009**  
**(for immediate use)**

## **Allegro broadband price war a boon for Sunshine Coast business**

A major broadband price war is looming on the Sunshine Coast, with businesses likely to save thousands of dollars on their internet connection fees.

The completion of the final stage of the "Connecting the Coast" fibre network has created a competitive environment for business grade broadband services, with new players now seriously challenging existing providers.

Businesses accustomed to paying thousands of dollars a month for premium grade Business DSL connections, will be able to save upto 50% by switching across to the new fibre network. Phone bills can also be reduced, by upto 30% with a change of carrier.

David Waldie, the Managing Director of Allegro Networks, who in partnership with Silcar Communications built the 30km fibre network on behalf of project partners, the Federal Government, the Sunshine Coast Regional Council and the Sunshine Coast University, said local businesses would become winners immediately.

"This is just what the coast has been crying out for," Mr Waldie said. "Competition and choice are great things. We are already seeing the prices for voice, data and internet coming down markedly. Businesses can now remove themselves from the clutches of the old telephone company and enjoy the savings that used to be reserved for big companies in the CBD."

Councillor Lew Brennan, who is responsible for Economic Development at the Council, said: "We embarked on this project with Allegro to deliver better broadband to the Sunshine Coast, at prices you can get in the metropolitan cities. I am pleased to say this is being delivered."

The Connecting the Coast Fibre Network comprises 30km of fibre network across the key regional centres of the Sunshine Coast. The fibre network delivers Gbps of capacity into key regional centres such as Sippy Downs, Maroochydore and Cooroy and passes key strategic health, education and government sites and telecommunications exchanges.

The network will provide the backbone to supplement the existing WiMAX distribution network. The WiMAX network services the vast majority of business owners from Caloundra, 70km north to Noosa.

The completion of the fibre network represents the last milestone in the Connecting the Coast project.

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**About Allegro**

***Allegro Networks is one of Queensland's largest wireless telecommunications companies. The company has a young and dynamic management team with broad business experience, a proven track record, and impeccable telecommunication industry credentials. Allegro invested in the purchase of spectrum in the South East Queensland corner, and has built a WiMAX network servicing businesses in outer metropolitan Brisbane and up and down the growth corridors to the Gold and Sunshine Coasts and west to Ipswich. The Allegro proposition is all about performance enhancement - helping businesses in Australia's fastest growing region achieve greater efficiency and productivity by providing them with a superior telecommunications service.***