



FOR IMMEDIATE RELEASE

REACH Launches International Next Generation Network

4 October 2005, HONG KONG -- REACH, Asia's largest carrier of international voice traffic, has launched the first stage of its international IP enabled Next Generation Network (NGN). This will see REACH deploy Ericsson's Telephony Softswitch EIN 3.1 solution in the United Kingdom, the USA and Hong Kong. The NGN is based on the latest softswitch and multi-service media gateway technology and REACH is the first carrier in the world to deploy this Ericsson solution with live traffic internationally.

"We are delighted with the implementation of the NGN service which further strengthens our world-class international voice network. This leading-edge platform enables us to offer our voice customers greater flexibility, further tailor our existing services, and offer innovative multi-media services as they emerge in the not too distant future," said Dr Beng Yeoh, Chief Executive Officer, REACH.

The NGN also provides significant benefits to REACH, including globally coordinated traffic management and improved customer interconnect arrangements. The Ericsson solution delivers material improvements in current operational costs and substantially reduces the capital required for future platform expansion.

The successful first stage cutover in the United Kingdom was the culmination of months of planning and close cooperation between the REACH and Ericsson project teams throughout the three distinct project phases:

1. Installation of the NGN in the United Kingdom.
2. The integration of the platform with the REACH network and all commercial and operational downstream systems.
3. United Kingdom customer and supplier migration involving approximately 100 carriers achieved through a complex one night process.

"The successful implementation of the first stage of the REACH NGN project demonstrates the expertise, commitment and cooperation that both REACH and Ericsson have brought to the project over the last 12 months. The NGN highlights REACH's commitment to embrace technological change and confirms its position as a leader focused on customer service, technical flexibility and an IP future," said Karl Thedeén, Vice President, Wireline, Ericsson.

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**About REACH**

REACH is the premier provider of international telecommunication services in Asia. REACH also delivers the international service requirements of two of the largest established carriers in Asia (PCCW and Telstra) via the operation and management of the most diverse high-speed network in the region. REACH has interests in more than 40 submarine cable and satellite systems (including Asia's largest teleport), and operating licences and landing rights in most major markets including Hong Kong, Japan, Korea, Taiwan, Singapore, Australia, North America and Europe. REACH is headquartered in Hong Kong, with a significant presence in Australia and substantial businesses across Asia, North America and Europe. For further information, please visit www.reach.com

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