



## **MEDIA RELEASE**

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### **Adam Internet named fastest moving IT business in SA**

Leading South Australian Internet Service Provider (ISP), Adam Internet, was today acknowledged as the fastest growing information technology and communications company in South Australia, after recording a turnover growth of almost 70 per cent in the 2006/2007 financial year.

The company's success was revealed by corporate publication in-Business, during the launch of its Fast Mover Index 2007 this morning.

The highest-ranking IT business in the list, Adam Internet came in at number 11, ensuring the ISP of poll position among its industry in the Index's Top 25 – well ahead of local rivals Internode Systems Pty Ltd (number 15) and Open Systems Technology Pty Ltd (number 24).

“Bundles of confidence, willingness to take risk, innovation and a sound business proposition support the aspirations of many of our Fast Mover finalists,” said in-Business Publisher, Graham Wakeling, in his editorial launching the publication's Fast Movers issue.

Adam Internet Chairman, Greg Hicks, attributed the company's success to its rapidly-expanding business and residential customer base, as well as Adam Internet's ability to swiftly identify the key needs of its consumers and develop and deliver cost effective and reliable solutions to meet them.

Among those solutions are the company's recently announced plans to offer Unconditioned Local Loop (ULL) broadband service to the market in early 2008, and the October launch of its Voice Over Internet Protocol (VoIP) service, AdamTalk, which has significantly reduced the cost of phone calls for broadband users.

“We are delighted by our terrific result in the Fast Movers Index, which serves to further consolidate Adam Internet's position as the leading ISP in the state,” said Mr Hicks.

“The company has experienced strong and solid growth over the past 12 months, and that growth shows no signs of slowing down.

“Recognition for our hard work from publications such as in-Business, coupled with the amazing support we continue to receive from our business and residential customers, is an incredible motivator, and will spur us on to continue the development and delivery of market-leading IT solutions to South Australians.”

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