

News Release

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Cable & Wireless/Attix5 sign up first resellers for data backup service

Cable Telecom and Redstone Plc have just signed up as resellers for the Attix5/Cable & Wireless online data backup and recovery manager service.

The service, launched at the beginning of July 2003, is based on Attix5's industry-leading Backup Professional software solution and is hosted on Cable & Wireless' global network infrastructure. The companies are jointly recruiting a network of resellers serving the SME market. Cable Telecom and Redstone are the first companies to sign up to the reseller programme.

Backup Professional enables automated backup of data across the entire enterprise, whether it resides on servers, desktops or mobile computing devices such as laptops. In the event of data loss due to a systems crash, failure, theft, virus damage, accidental deletion or disaster (e.g. fire, flood), files can be quickly and easily recovered from a remote online storage facility to any computer at any location, enabling the smooth continuation of business operations.

Cable Telecom, which has over 5,000 customers in the SME sector, is selling the service under its own brand, CableBackup, which is being bundled with the reseller's broadband offering. The standard CableBackup package provides online backup and recovery for data stored on desktops and laptops, and server backup is being offered as a bespoke service. Cable Telecom sees CableBackup as a key part of its strategy to provide 'sticky' value-added services to help differentiate its offerings and reduce customer churn.

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Redstone is targeting remote workers with the Attix5/Cable & Wireless service, offering backup for PCs and laptops. This will give customers working from home or away on business trips peace-of-mind that their critical business information is fully protected against loss. Redstone is also target customers with a server backup offering, providing a more cost-effective solution than traditional tape-based systems. It has already received significant interest from companies connected to its high-speed Metropolitan Area Network in Cambridge.

"Data is growing at an exponential rate, and most businesses are failing to keep pace with buying increased storage capacity," said **xx, xx** at Attix5. "One key reason is that many SMEs simply can't afford costly tape-based storage systems. Backup Professional, however, gives businesses a cost-effective alternative and is therefore an extremely attractive proposition for resellers serving the SME market."

About Attix5

Attix5 is a leading provider of online data backup and recovery solutions. Its fail-safe technology provides enterprise-wide protection against loss of critical business information.

Attix5's Backup Professional solution enables IT managers to automate backup procedures across the entire enterprise, whether data resides on servers, desktops or laptops, helping to ensure compliance with corporate governance policies and regulations on data risk and business continuity. Users can also quickly and easily recover data anywhere, anytime without the need for IT support using a simple, secure browser-based interface.

Backup Professional is the most secure end-to-end solution of its class in the world. It is the only offering on the market to incorporate two-factor user authentication, PKI and encryption technology and to have full certification for RSA Security's RSA Keon, RSA BSAFE and RSA SecurID products. This means that any sensitive data stored, transmitted or accessed online (via a LAN, WAN or Internet connection) using Backup Professional is protected by 'bank-level plus' security.

Attix5 commissioned PricewaterhouseCoopers (PwC) to conduct stringent tests and reviews to ensure that the quality, security and functionality of the Backup Professional solution are in line with international best practice. PwC has investigated all security concerns relating to remote data storage using Attix5's proprietary technology and has confirmed its trust by outsourcing its own critical data storage to Attix5.

Attix5's customers range from SMEs to blue-chip companies and include Accenture, Pfizer, PwC, Tiscali, RSA Security, Old Mutual and Dimension Data. The company has strategic partnerships with PwC and Cable & Wireless, and is RSA Security's exclusive global Premier Partner for online data backup and recovery.

www.attix5.com

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About Cable & Wireless

Cable & Wireless is one of the world's leading international communications companies. It provides voice, data and IP (Internet Protocol) services to business and residential customers, as well as services to other telecoms carriers, mobile operators and providers of content, applications and internet services.

Cable & Wireless' principal operations are in the United Kingdom, continental Europe, the United States, Japan, the Caribbean, Panama, the Middle East and Macau.

For more information about Cable & Wireless, go to www.cw.com.

About Redstone plc

Following flotation in October 1999, Redstone rapidly evolved from a national telecoms operator into a fully integrated communications Group through the strategic acquisition of a number of companies during 2000. As an end-to-end communications provider, Redstone Communications offers comprehensive building, voice, data and internet solutions and a range of related services to the business market.

With over four hundred staff based in offices in Basingstoke, Birmingham, Cambridge, Glasgow, London and Manchester, Redstone provides auditing and planning, design and implementation, support and staffing services to organisations across the UK.

In 2002, Redstone was awarded Unified Partner of the Quarter by Cisco. The company has also achieved Cisco Silver certification.