

Australian Radio Network Upgrades Communications For Listeners and Advertisers

~ replaces nationwide telephony and networking system using Logicalis ~

Sydney, August 23, 2011— Australian Radio Network (ARN), Australasia's largest commercial radio network, has completed a company-wide telephony and networking roll-out working with Logicalis Australia.

ARN chose Logicalis to replace five aging legacy standalone PABX telephony systems ranging from five – 25 years old to connect offices in five states and standardise on a unified communications system from Cisco Systems.

Logicalis's solution will use Voice Over Internet Protocol (VoIP) to provide centralised telephony services (inter-state call transfer, contacts etc.) and support a new mobile sales workforce strategy.

ARN went to tender in late 2010, and chose to upgrade its switching and routing hardware simultaneously with its telephony network. It selected Logicalis Australia on account of the company's considerable Cisco expertise and back-end networking skills.

The project, completed in June 2011, was delivered by Logicalis on time and within budget. Upon selection, ARN gave details of its new infrastructure plans to Logicalis which then designed, configured, tested and installed the new network to sit within ARN's Wide Area Network (WAN). The company started with a Sydney head-office roll-out, and delivered to Melbourne, Adelaide, Brisbane and Canberra.

"We're in the business of providing entertainment to our listeners and advertising opportunities to our clients, consequently, how we communicate with these audiences is critical to our commercial operations," said Graeme O'Connor, National Technology Director at Australian Radio Network. "The Logicalis team was exceptional in the design and delivery of the project, and worked well with our internal technical team to deliver a solution that fits into a wider strategy for ARN. Already our phone costs have been significantly reduced, and we're realising the benefits of an improved mobile sales workforce."

ARN owns and operates eleven capital city stations for 25 to 54 year olds, including Mix, The Edge and Classic Hits formats among others.

For more information, please visit <http://www.au.logicalis.com> NOTESTO EDITORS About Australian Radio Network (ARN) In Australia, ARN has a dual brand strategy - a MIX and Classic Hits music stream in Sydney, Melbourne, Adelaide and Brisbane. Reaching over 4 million listeners, ARN is one of the leading broadcasters in the commercially important 25 – 54 demographics in Australia.

About Logicalis Logicalis is an international provider of integrated information and communication technology (ICT) solutions and services founded on a superior breadth of knowledge and expertise in communications & collaboration; data centre; and professional and managed services.

Logicalis Group employs over 1,900 people worldwide, including highly trained service specialists who design, specify, deploy and manage complex ICT infrastructure to meet the needs of over 5,000 corporate and public sector customers. To achieve this, Logicalis maintains strong partnerships with technology leaders such as Cisco, HP, IBM and Microsoft.

The Logicalis Group has annualised revenues in excess of \$1 billion, from operations in the UK, US, Germany, South America and Asia Pacific, and is fast establishing itself as one of the leading IT and Communications service providers, specialising in the areas of advanced technologies and services. The Logicalis Group is a division of Datatec Limited, a \$3.7 billion revenue business listed on the Johannesburg and London AIM Stock Exchanges. For more information, visit www.logicalis.com.

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