

BroadIP partners with Ford Performance Racing to drive business growth

New national VoIP provider BroadIP has entered a two year sponsorship and partnering arrangement with Ford Performance Racing (FPR). This deal will give BroadIP access to a significant database of loyal Ford racing fans for promotional and marketing activities, in addition to high profile visibility at nationally-televised V8 Supercar championship events.

This partnership is expected to add up to 7000 new clients to the BroadIP network over the next two years and is estimated to generate in excess of \$5.0 million in additional revenue per annum thereafter. It will also create significant brand awareness and further strengthen the BroadIP channel.

BroadIP will leverage the marketing reach of FPR and their associated company Ford Performance Vehicles FPV to promote its VoIP and data services to a loyal base of more than 40,000 official fan club members and other Ford racing fans through FPRs regular e-newsletters as well as promotional advertisements on the FPR and FPV web site which receives over 60,000 unique visitors each month. BroadIP will also reach a broader base of Ford owners through the inclusion of promotional offers in magazines distributed to owners of Ford Performance Vehicles.

BroadIP and FPR will also today launch and jointly promote the Join Broad, Win a Ford! promotion which gives any FPR fan or FPR website visitor who is directed to BroadIP and who becomes a BroadIP customer over the next six month period the chance to win a FPV GT Shockwave vehicle valued at over \$60,000, to be drawn after the Bathurst 1000 race in October 2006. All BroadIP reseller partners will also participate in the promotion.

The partnership makes FPR an integral part of BroadIPs aggressive Australian marketing strategy, giving BroadIP high impact signage on V8 Supercar driver Mark Winterbottoms Falcon alongside FPR major sponsor Ford Credit. The BroadIP logo will also be carried on driver suits and uniforms and selected pit crew apparel.

Additionally, through the partnership, BroadIP will have point of sale representation at merchandise trucks and inserts in thousands of merchandise bags distributed to fans trackside at V8 Supercar Championship rounds and other capital or regional city public and FPR/BroadIP promotional events. Aligning the BroadIP brand with a marketing machine such as Ford Performance Racing is a smart commercial decision for us, said Vaz Hovanessian, Chairman of BroadIPs parent company Broad Investments (ASX:BRO).

It is another example of BroadIP continuing by effective and innovative means to develop significant new channels to grow our business. With Marks growing popularity and improving performance the expected TV exposure and coverage alone will be worth every cent of the deal.

There is a lot of synergy between our businesses. The partnership brings together two of the fastest movers in their fields and were both driving to win! FPR Commercial Manager Simon Derrick said BroadIP was representative of a new generation of companies using motor racing to promote their brands.

We are delighted to announce this partnership with BroadIP, a dynamic company going places, and we will be working hard to leverage the relationship throughout our own exclusive promotional channels and the greater V8 Supercar market, Mr Derrick said.

The two year sponsorship will run until the end of 2007.

About Broad Investments Limited (ASX:BRO) (www.broadinvestments.com.au)

Broad Investments is a major services provider in the premium mobile content market. Originally established as a telephony products company, Broad Investments acquired premium distributor of mobile phone content, Glovebox Group of Companies, and mobile and Internet payment provider MTX Holdings in October 2005 as part of its strategy to establish a strong foothold in both the Australian and international mobile content markets. Through its acquisitions, Broad Investments gained access to leading major record labels in Australia for true tones, and ownership of the technology and the payment mechanism that delivers the product, including wireless payment methods that span WAP billing, prepaid engines and wireless top us services gateways. Broad Investments also exclusively launched UK-based integrated consumer interactivity solutions provider Amplefuture, and its highly successful mobile marketing application, Pocket Portal, in Australia. Broad Investments entered the broadband telephony market with the launch of wholly owned subsidiary BroadIP, a corporate and residential VoIP provider offering full national coverage.

About BroadIP (www.broadip.com.au)

BroadIP is a corporate and residential VoIP provider offering full national coverage. BroadIP, which launched in April 2006, plans to grow through direct customer acquisition and acquisition of other providers at the smaller end of the market, supported by an aggressive marketing strategy including online advertising and high profile sponsorships.