



Dodo to celebrate 10th birthday with Miss Australia, Scherri-Lee Biggs

14 October 2011 - This week Australia's original low cost ISP success story, Dodo Australia, is set to celebrate its tenth year of providing Australians with affordable telecommunications services. Dodo has become a major player in the Australian home services market, delivering internet, phone, and electricity to more than 300,000 households Australia wide. "In ten short years Dodo has transitioned from an innovative start-up ISP, to an Australian household name known for introducing affordable internet and telecommunications services at a time when it was very expensive," said Larry Kestelman, Founder and CEO of Dodo Australia Pty Ltd. Dodo is the largest privately owned telecommunications company in Australia and since its inception in 2001 it has grown to a team of over 900 staff globally with an approximate annual turnover of \$200 million. Kestelman is the first to admit that Dodo's successes have been no easy feat, "Over the years we have had our share of challenges and learnt some big lessons. My aim was to bring down prices across the market and provide Australians with great services while maintaining cost competitiveness. Today I am very proud to say we have achieved what we set out to do and that our service is second to none." With a strong business foundation in place, Dodo is well positioned for the next ten years and beyond with a host of growth opportunities for the company to capitalise on. "The roll-out of the NBN and our ever increasing presence in the Australian electricity market provides exciting prospects for our future. Our existing business models have been refined over the years to allow us to maximise on wholesale purchasing and succeed while working within tight margins," said Kestelman. Future plans for Dodo include the roll-out of gas retailing in Victoria at the end of 2011 and the launch of three new Dodo Connect retail kiosks around Melbourne. "Having a physical presence will enable us to provide a more personalised service to our customers, as they will be able to connect to all Dodo products including electricity at our new kiosks," said Kestelman. The Dodo team will celebrate its tenth birthday with a gala event on the 15th of October 2011, to thank and congratulate all who have made Dodo Australia the success it is today. Guests will include: current Miss Universe Australia title holder, Scherri-Lee Biggs, Minister Conroy and NBL Tigers Coach, Trevor Gleeson and star players Cam Tragardh and Matt Burston. "I am very happy to be celebrating a decade in the industry and the innovative role Dodo has played in bringing down prices across the board", said Kestelman.

Contacts

Julia Chalk
03 9948 2117
mailto:julia@dewintern.com