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# Media Release

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*Prepared by: Pacific Broadband Networks*

## Introducing a New Look

**Melbourne, 29 December 2008 - Pacific Broadband Networks (PBN), a leading provider of optical broadband products and solutions, today announced the company will be introducing a fresh new and modern logo graphic and corporate brand in 2009. The new logo and brand will start to be visible in the market on company communications as early as 1 January 2009. During the next six months, PBN will steadily work hard to introduce the new logo on products, publications, literature, website and all aspects of marketing.**



The changes to the logo are only minor. PBN's intention was not to change the logo significantly. PBN was looking for a fresh new look that recognized current and historical achievements, but at the same time emphasize the message the company is taking another step towards expanding its operations and brand building for future success.

The new logo continues to adopt solid blue as the corporate colour. The globe represents the planet earth; the horizontal lines signify fibre optics and the number of lines stand for the seven continents on earth. PBN is all about providing access to communications at the speed of light. PBN recognizes that video, voice, data, information and learning are contributing factors to supporting people, cultures and businesses to enjoy life and achieve to their full potential.

Bill Zhang, PBN CEO, said, "When we thought about refreshing our logo graphic and corporate brand, our objective was to make only minor changes with the purpose of creating greater uniformity in the markets in which we operate. The new logo graphic will make the PBN brand more distinctive and easier to control worldwide. We are very excited about the new logo and brand. The new design preserves our already successful corporate brand and market position, while at the same time reiterates our innovation and focus on the future".

## About PBN

PBN is a leading provider that designs, develops and manufactures a wide array of fibre based optical broadband products and solutions. PBN is well-known worldwide for its innovation and expertise in offering advanced fibre optic products with the capabilities to transport bandwidth intensive applications. PBN provides comprehensive broadband distribution and access solutions to tens of millions of subscribers served by hundreds of headend facilities worldwide. PBN's headend equipment, network management and access products are suitable for HFC, FTTx and RFoG applications. PBN uniquely offers its customers One Platform, One Solution!

PBN has a state-of-the-art research and development facility in Melbourne (Australia) and now in Beijing (China). PBN's offices are in Australia, China, Europe and the Americas. PBN is also well represented by distributors globally. For more information about the company, the people, the products and the solutions, please visit [www.pbn.com.au](http://www.pbn.com.au) or [www.pbn.com.cn](http://www.pbn.com.cn).

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## Media Enquiries

All enquiries about marketing and the PBN brand should be directed to the [Marketing and Brand Manager](#).

Contact: Vickie Gillan  
Company: Pacific Broadband Networks  
Phone: +61-3-9763-1800  
Fax: +61-3-9763-5522  
E-mail: [vickie@pbn.com.au](mailto:vickie@pbn.com.au)  
Website: [www.pbn.com.au](http://www.pbn.com.au)