

## **HIBERNIA ATLANTIC AND INDUSTRIA HOST THE ICELANDIC PRIME MINISTER IN DUBLIN**

### ***THIS VISIT COMES ON THE HEELS OF HIBERNIA ATLANTIC'S ANNOUNCEMENT TO CONSTRUCT A NEW SUBMARINE FIBER OPTIC CABLE CONNECTING ICELAND DIRECTLY TO NORTH AMERICA AND EUROPE***

**DUBLIN, IRELAND – September 13, 2007** – Dublin-based TransAtlantic data transport provider, Hibernia Atlantic, and Industria, a total-broadband solutions provider and systems integrator, hosted the Prime Minister of Iceland, H.E. Mr. Geir H. Haarde, yesterday at 3 P.M. GMT. The visit included a tour of the Hibernia Atlantic Cable Station and Industria's Dublin Offices in Clonshaugh, Dublin 17.

This meeting comes on the heels of Hibernia Atlantic's recent announcement that it will construct a new undersea fibre optic cable system connecting Iceland to Hibernia's 52 Points of Presence (PoPs). This will give Iceland direct connectivity to North America, Ireland, London, Amsterdam and the rest of continental Europe. Hibernia Atlantic projects the system will become fully operational for customer traffic in the Spring of 2008.

"It is a sincere honor for Hibernia Atlantic that the Prime Minister visited," says Bjarni Thorvardarson, the CEO of Hibernia Atlantic and an Icelandic native. "We look forward to connecting Iceland to the world's largest communications centres within the next 12-16 months and adding yet another key location in the growing list of Hibernia Atlantic operations and Points of Presence. The new cable system whilst providing much needed diversity to Iceland, also represents multiples of existing potential capacity into Iceland, which will be scalable and which will help boost Iceland's competitiveness and will underpin the country's business opportunities, for many future generations to come."

Many large-bandwidth communications providers and enterprises are currently considering Iceland for datacentre space and power. The country offers reduced power costs and is situated perfectly to assist overrun US and EMEA datacentres.

"Many server-intensive customers who require reliable and inexpensive power for colocation services are looking to Iceland as their most cost-effective solution," states Ken Peterson, Chairman of Hibernia Atlantic's Board of Directors and the Chairman of Columbia Ventures Corporation (CVC), Hibernia's parent company. "Iceland has an abundance of inexpensive geothermal and hydroelectric power that makes it attractive for many industries. The country is also committed to one day becoming entirely reliable on renewable energy sources, thereby making it an attractive and fertile place to do business."

The communications project will provide Iceland with additional reliability, efficiency and first-to-market Ethernet services," comments Industria's CEO Mr. Gudjon M, Gudjonsson. "With this historic telecommunications upgrade, Icelandic businesses can further develop and deploy next-generation services within the global marketplace."

#### **Contact Information:**

For the complete Hibernia Atlantic project announcement and network map, please visit <http://www.hiberniaatlantic.com/documents/8607-IcelandPR-JSAFinal.pdf> and see the attached map.

If you have additional questions on network capacity, please email [eric.gutshall@hiberniaatlantic.com](mailto:eric.gutshall@hiberniaatlantic.com).

**About Hibernia Atlantic:**

Hibernia Atlantic is a privately held, US-owned, TransAtlantic submarine cable network that provides "Security through Diversity" to European and US customers. Hibernia offers wholesale capacity prices, unparalleled support, flexibility and service while delivering customized solutions for its customers.

Hibernia Atlantic's redundant rings include access to Dublin, Manchester, London, Amsterdam, Brussels, Frankfurt, Paris, New York City, White Plains, Stamford, Newark, Ashburn, Boston, Albany, Halifax, Montreal and more.

Hibernia provides dedicated Ethernet and optical level service up to GigE, 10G and LanPhy wavelengths and traditional SONET/SDH services. Hibernia Atlantic's cutting-edge network technology allows enterprise customers, carriers and wholesale customers reliable, next-generation bundled services at affordable prices. Columbia Ventures Corporation (CVC) established Hibernia Atlantic in 2003. For more information, please visit [www.hiberniaatlantic.com](http://www.hiberniaatlantic.com). For the Hibernia Atlantic network map or information on the new submarine cable build to Iceland, please visit [www.hiberniaatlantic.com/map.html](http://www.hiberniaatlantic.com/map.html).

To view any of our company videos or recent broadcasts, please visit YouTube or Brightcove (keyword: Hibernia Atlantic) or go to our website [www.hiberniaatlantic.com](http://www.hiberniaatlantic.com).

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**About Industria:**

Industria is a leading total-broadband solutions provider and systems integrator involved in the design, implementation and operation of multi-play broadband networks for investment companies, utilities, property developers and telecommunication companies. The Industria range of turn-key products and services enables network owners to connect to a range of broadband services including IPTV, video-on-demand, internet, telephony, security and to other broadband services from varying service providers. With its suite of management software, Industria provides the software management systems to manage provision and drive network revenue. Industria is currently involved in cutting-edge broadband projects at a number of sites in Northern Europe and the British Isles. For further information on Industria and the company's activities, visit [www.industria.com](http://www.industria.com)