

American Broadband Services  
Contact: Brian Watters  
559-420-0205  
[mediarelations@absfoc.com](mailto:mediarelations@absfoc.com)

## **American Broadband Services Expands MPLS Networking to DSL**

*New service helps businesses avoid data bottlenecks, hold down network costs*

FRESNO, California. – (April 14, 2008) – American Broadband Service (ABS), the business unit of American Broadband Family of Companies, today became the first telecommunications company to offer a new network service that allows businesses to tag and prioritize data traffic over DSL access using up to five MPLS classes of service.

American Broadband Service previously announced plans in January to offer up to five classes of service over DSL and on Monday launched its service following nearly three months of successful testing. Until now, data traffic tagging and prioritization with true classes of service were available only on more costly T1 lines with MPLS.

"This breakthrough service helps small and midsize businesses avoid network congestion problems due to the convergence of communications applications such as VoIP phone calls and other latency-sensitive services over DSL access," said Brian Watters, Director of American Broadband Family of Companies. "Network bottlenecks and data traffic congestion bog down application performance and business productivity."

To stay competitive, small and midsize businesses are deploying a myriad of new applications to drive efficiency, improve customer service, and enhance profitability. But as applications and data traffic mount, a business is faced with the need to get more bandwidth or better throughput. Many businesses are deferring desirable applications because they cannot yet make a business case to step up to the next performance level, which is usually a T1 line with MPLS.

"MPLS with class of service over DSL closes the large pricing gap between traditional business-class DSL and a full T1 line," Watters said. "It also allows for businesses that previously were forced to use T1 at all locations," Watters said. "Now businesses can mix and match access technologies based on the specific needs at each location without compromising the value of key MPLS benefits."

American Broadband Service is pricing its new service with a \$100 premium over the cost of a fully managed DSL-based private network, which averages about \$150 a month, per location. This price step-up includes bandwidth optimization with up to five classes of service over DSL access, improved service level guarantees.

In contrast, the monthly cost for a T1 line can start at about \$500, depending on distance and geographic area. With some carriers, MPLS classes of service and T1 network management are added options.

With MPLS class of service over DSL, businesses can hold down their monthly communications costs while optimizing use of high-speed, low-cost DSL access commonly used for wide area networks.

American Broadband Services instituted improved service level guarantees on its new service. These include an 18-hour mean time to repair (MTTR) for a DSL line with the class-of-service option. The industry benchmark MTTR for a regular DSL line is 24 hours. In contrast, the MTTR for a more costly T1 line is four hours.

American Broadband Service is also extending its service level guarantees for class of service on T1 MPLS lines to DSL.

### **About American Broadband Services**

Founded in 1999 American Broadband Services based in California delivers and manages broadband and VoIP powered networks for businesses large and small. Through its nationwide network of more than 850 switches and Internet routers, American Broadband Services uses various broadband access technologies for building business networks. These include all types of T-1, DS3, xDSL, Frame Relay, ATM and MPLS. Its network coverage reaches 100 percent of the U.S. business addresses. American Broadband Services product suite includes all forms of business grade Internet connectivity products as well as an ever expanding telecommunications capability with soft switches across the USA and delivering over 500 million minutes of long distance per month. 2007 marks the first year of American Broadband Services expanding internationally to provide VoIP based services into the United Kingdom.

The companies Web site: [www.americanbroadbandservice.com](http://www.americanbroadbandservice.com)