

## **PLDT extends free Wifi access in Cebu**

**MANILA, Philippines, January 16, 2011** – Leading telecoms company PLDT has extended its free wifi access to Cebu-based landline and DSL subscribers after successfully implementing the first multiple access point outdoor wifi service during the Sinulog Festival in Cebu City.

PLDT WiFi Zones were initially set up to allow users free online access in several key areas during the Sinulog festival but this free service will be extended until the end of the month.

The PLDT WiFi Zones were made accessible in Gen. Maxilom Avenue, Gorordo to Fuente Osmeña Circle, Osmeña Boulevard, Portions of N. Bacalso Avenue and P. del Rosario, the Cebu City Sports Center, Cebu City Hall, Provincial Capitol, Magellan's Cross and Plaza Independencia.

"With the unveiling of the PLDT WiFi Zones during Sinulog, locals and guests alike were able to connect online and share their experiences on the streets as they happen. The access points for the wifi service are right where the festivities are centered," said PLDT Head of Cebu Operations Bong Lintag.

"We've decided to extend the free period to allow people who were not able to experience the free wifi access during the Sinulog a chance to have a feel of the connection speeds in the covered areas."

Attendees of the festival were able to post photos and videos of the festivities as these were happening on the streets.

The PLDT WiFi Zones roll out in Cebu was the first outdoor wifi service implemented in the country, with each access point allowing users internet connection speeds of up to 1mbps. Located in Cebu's leading commercial districts and tourist sites, access points set up can accommodate more unique users at a time as more access points are deployed in other areas.

“This value-added service is an extension of our customers’ broadband service at home carrying with it the same strong connections that they experience with Mydsl and Fibr. Wherever it is available, users will get to enjoy fast, reliable wifi service in popular locations throughout the city,” said PLDT Retail Business Group Head Dan Ibarra.

The trial period for Cebu will allow anyone in the coverage areas free wifi access. After the trial period, those who would like to continue using the wifi service will just have to add P150 for PLDT DSL subscribers and P300 for landline subscribers with a Php 50 one-time fee to get the unique Wifi pin for single access.

Since the first series of PLDT WiFi Zone roll outs in Metro Manila last year, subscribers have since shown interest with thousand of unique users registering for their unique Wifi PIN while close to 2,500 business establishments have since been upgraded to become WiFi Zones. For only Php 5 per day, users will get unlimited wifi in over 2,000 establishments nationwide.

Aside from Cebu, numerous commercial districts in Metro Manila will eventually be connected using the outdoor implementation. Several commercial strips in Makati, Pasay, Quezon City, and Manila will have a similar outdoor PLDT WiFi Zone set up targeted to be available by the end of the first quarter this year.

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*An overhead billboard announces to the crowd Fuente Osmeña Circle as one of the key areas in the parade route that was installed with the PLDT WiFi Zone during Cebu's Sinulog Festival*

## **About PLDT**

PLDT is the leading telecommunications service provider in the Philippines. Through its three principal business groups –fixed line, wireless, and information and communications technology – PLDT offers a wide range of telecommunications services across the Philippines' most extensive fiber optic backbone and fixed line and cellular networks.

PLDT is listed on the Philippine Stock Exchange (PSE:TEL) and its American Depositary Shares are listed on the New York Stock Exchange (NYSE:PHI). PLDT has one of the largest market capitalizations among Philippine-listed companies.

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