



GLOCALNET

## PRESS RELEASE

# Steady Stream of Customers to Glocalnet

**Stockholm, Sweden-August 24, 1999** –Glocalnet, the new challenger on the residential telephony market, has begun to grow significantly. Customers are pouring in. Glocalnet has grown from approx. 12,000 customers in May to the current figure of approx. 30,000.

”We are on our way to becoming the third largest operator within the residential telephony market. Even though we have a long way left to the two largest operators, Telia and Tele2, we have now established ourselves as an interesting alternative. We are going to give them a good fight!”, says Stefan Krook CEO of Glocalnet.

The attention that Glocalnet has received lately on the market has, without a doubt, contributed to the steady stream of customers. In several different price comparisons, Glocalnet has stood out as the cheapest alternative for residential telephony. One example is that Swedish national calls cost 19 öre per minute with Glocalnet. This is half the price compared to Telia and more than 40 per cent lower than Tele2 (daytime).

Another reason for Glocalnet’s strong expansion is their cooperation with HemEl, Birka Energi’s brand name on the residential market.

”We carried out a significant marketing activity together in the greater Stockholm area that resulted in a very strong response. We were able to prove that we have a simple price structure that is easy to understand. It is easy to see that we really do have low prices. This is why we also are thankful for all the correct price comparisons that are made concerning the cost of residential telephony”, says Stefan Krook.

*Glocalnet AB’s stock is listed on the Reuters page of Aragon, a Swedish investment bank and is a next-generation telecommunications company. The Company markets its services together with local marketing partners such as Birka Energi, with which Glocalnet has close cooperation. Glocalnet’s headquarters are located in Stockholm, Sweden.*

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