



## **Issaquah Highlands Upgrades Fiber Network Using World Wide Packets Ethernet Access Equipment**

*Customers will enjoy the full power of latest consumer electronics over new gigabit network—while reaping financial and community benefits*

Spokane Valley, WA and Seattle, WA, March 8, 2005 - World Wide Packets, the leading provider of Ethernet Access Networking Solutions, announced today that it has signed a contract with Port Blakely Communities to upgrade its Issaquah Highlands Fiber Network (HFN) from a data only network to a bandwidth delivery system that supports both current and next-generation applications to the subscriber for the development's planned 3200 homes. The initial contract calls for the immediate installation of World Wide Packets' LightningEdge® switches in 1500 existing homes as well as in "hub" locations throughout the development.

"Our new community network will allow us to keep up with the evolution of new content that can be delivered to homeowners. We wanted to be able to stay ahead of the curve and the rapid pace of the consumer electronics evolution," said Judd Kirk, CEO of Port Blakely Communities. "World Wide Packets' LightningEdge was the best solution because it has allowed us to scale with the growth of the development as well as offer a host of cutting-edge voice, video and data services that gives us a competitive advantage."

"The migration from simple downstream services such as Internet access to rich, peer-to-peer services is a natural one for fiber-based networks such as HFN," notes Bill Potter, President of the Issaquah Highlands Technical Advisory Group. "The benefits for homeowners are far-ranging from more choice and better pricing for local and long distance services to HD-quality movies on demand, as well as DVD-quality videoconferencing with schools, hospitals, and other local institutions. We are also partnering with local businesses to bring an HD experience from the fiber directly to new plasmas or LCDs located anywhere in the home."

"The deployment at Issaquah Highlands is another example that demonstrates the power of the World Wide Packets solution to deliver new services to customers using Active Ethernet as the catalyst," says Dave Curry, CEO of World Wide Packets. "The possibilities for residents at Issaquah Highlands is far-reaching. For example, we see homeowners' using HFN to learn network technologies and introducing creative media. Networks such as these will become part of the daily fabric of their lives and we are proud to be the enabling technology behind it."

### **About World Wide Packets**

World Wide Packets LightningEdge® Ethernet service delivery access network solution, enables delivery of simultaneous telephony, business and entertainment video, broadband data, and Internet access services, to any combination of business and residential subscribers, using Ethernet over fiber and copper medium. By bringing together the limitless bandwidth capabilities of a fiber infrastructure with the affordability and proven performance of Ethernet, these networks eliminate the constant bandwidth challenges now facing network operators. World Wide Packets is a privately held corporation, and a recognized pioneer of Ethernet geographic network solutions. For more information on World Wide Packets, please visit [www.worldwidepackets.com](http://www.worldwidepackets.com).

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## **About Issaquah Highlands**

The Northwest's first urban village community, Issaquah Highlands was developed by Port Blakely Communities, a company with a 150-year legacy of leadership and stewardship in the Northwest. Issaquah Highlands combines the scale and pattern of traditional town planning with the access and technology of today. Issaquah Highlands integrates housing, retail, work places, parks, and civic facilities into a close-knit, charming and functional community. Public spaces, from parks to trails, invite interaction and relationship building. For more information on Issaquah Highlands, visit the website at [www.issaquahhighlands.com](http://www.issaquahhighlands.com) or call 425-427-8736.

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