

## Siemens Home and Office Communication Devices

### Siemens and Internet Telephony Provider, Freshtel Announce Alliance

**Melbourne, Australia, Tuesday 18 December 2007:** The leader in cordless home communications, Siemens Home and Office Communication Devices (SHC) and top Australian internet telephony provider Freshtel Holdings (ASX:FRE) announced their strategic alliance today.

The two companies have teamed up to offer a complete internet telephony solution 'out-of-the-box' with Siemens committing to providing its new state-of-the-art VoIP (Voice over Internet Protocol) handset – the Siemens Gigaset C470IP – configured for use over Freshtel's Voicedot network. Initially, the product will be sold through Freshtel's major partners in Australia and the UK. Freshtel's white label partner in the UK is Tesco.

The partners, Freshtel and SHC, intend to work cooperatively to tap into growth opportunities both locally and internationally in each other's market.

With a presence in 69 countries, Siemens is now positioned as the number one supplier of cordless home phones in Europe and the worldwide marketplace. Most recently, Siemens assumed leading market share in Asia, one of the world's fastest-growing cordless home phone markets.

"Having recently launched our range of Gigaset handsets into Australia, this alliance is an extremely positive step towards solidifying Siemens SHC place and future in the home communications market," Siemens SHC General Manager Australia and New Zealand, Dean Verberne, said.

"The combination of Siemens VoIP handset combined with Freshtel's capabilities for innovative internet telephony technology signals an opportunity to capture a dominant market position in this growth area of telecommunications," he said.

“Aligning Freshtel with a well recognised and regarded company such as Siemens provides us with a great opportunity to strengthen our presence in markets such as Europe and Asia where Siemens are market leaders,” Rhonda O’Donnell, CEO of Freshtel Holdings said.

Boasting state-of-the-art technology, the Siemens Gigaset C470 IP is revolutionising internet telephony by allowing users to make calls without a PC. Specifically designed to effortlessly blend with any home’s surroundings, this sleek handset features dual mode functionality, enabling individuals to seamlessly switch between internet and fixed-line calls at the touch of a button.

Freshtel’s internet telephony service gives consumers extremely competitive call rates to traditional phones both nationally and internationally, and free calls over the Voicedot network.

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**Siemens Home and Office Communication Devices GmbH & Co KG** is a wholly owned subsidiary of Siemens AG. The company, with its headquarters in Munich, focuses on the design, development, manufacturing and distribution of a range of high-quality products under the brand Siemens Gigaset. This includes classic cordless and fixed-network phones, Voice over IP devices, routers, gateways and software solutions. The portfolio also includes WIMAX devices as well as home media products such as set-top boxes. The company operates worldwide with its primary production site in Bocholt, Germany, where the Gigaset products are developed and manufactured under the most stringent quality and environmental standards.

More about Siemens Home and Office Communication Devices at <http://www.siemens.com/gigaset>. Please find additional press releases, press photos, datasheets and footage material for download at [www.siemens.com/gigaset/press](http://www.siemens.com/gigaset/press).

**Freshtel Holdings Limited (ASX:FRE)** is an Australian internet telephone technology company that develops and markets VoIP telephony products and services. Freshtel Holdings Limited offers end-to-end white label VoIP solutions to wholesale customers globally through its wholly owned subsidiaries, Voicedot Networks and Virbiage and has a direct-to-market retail channel through [www.freshtel.net](http://www.freshtel.net)

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