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Reliance Globalcom signs network services agreement with United Biscuits

United Biscuits reinforces its belief in Reliance Globalcom's connectivity solutions with an extension contract worth over £1.3 million for three years

LONDON – 12 August, 2009 – United Biscuits (UB), a leading European manufacturer of biscuits and snacks, has appointed Reliance Globalcom, the leading global provider of connectivity, hosting and managed network and communication services for multinational enterprises, carriers and consumers, to design, implement and manage its Global Wide Area Network (WAN). The three-year agreement worth over £1.3 million, will deliver complete end-to-end connectivity, providing significant additional bandwidth and enhanced prioritisation features. Reliance Globalcom's offering helps customers compete effectively on a global scale by providing speed and flexibility when working in international markets, network agility in response to fluctuating business dynamics and secure connectivity with the world's key business centers.

The Reliance Globalcom solution will use a 6COS MPLS network replacing the existing 3COS MPLS network across 25 sites in five countries. UB selected Reliance Globalcom for its new Ethernet core, offering up to triple the existing primary bandwidth & enhanced resilience via triangulated core. The inherent flexibility of Reliance Globalcom ensured increased bandwidth (up to 400%) even at remote sites, an improved MPLS network with additional COS ability and the implementation of QoS.

Clifford Burroughs, Group IS Director, United Biscuits commented, "In addition to a hardware refresh Reliance Globalcom will in effect complete a wholesale upgrade to our business critical wide area network which to UB means that we will have the resilience, performance and flexibility to meet the ever greater demand for new networked enabled services for the enterprise."

"Reliance Globalcom is very happy to continue the strong relationship held with UB over the last six years. We truly believe that Reliance Globalcom continues to offer both existing and prospective customers an innovative model with the financial backing of one of India's largest and most successful companies", commented Alan F Whelan, SVP EMEA region, Reliance Globalcom.

About United Biscuits

- UB is the leading manufacturer and marketer of biscuits in the UK and second largest in the Netherlands, France, Belgium and Ireland.
- In the U.K., UB is the leading manufacturer and marketer of packaged nuts and the second largest manufacturer and marketer of savoury snacks and crisps. In Ireland, UB is number two in biscuits and number three in snacks.
- UB manufactures and markets a wide range of products in the U.K. and continental Western Europe that are household names in their respective markets. Branded products accounted for approaching 90% of sales in 2008.
- Among UB's popular brand names are McVitie's, Penguin, go ahead!, McVitie's Jaffa Cakes, Jacob's, Jacob's Cream Crackers, Twiglets, Hula Hoops, Skips, Mini Cheddars,

McCoy's, Phileas Fogg and KP Nuts in the U.K. and BN, Delacre, Verkade and Sultana in Continental Europe.

- McVitie's is among the best known brands in the U.K. UB's branded biscuits were purchased by 96% of UK households in 2008.
- UB owns and operates 15 manufacturing facilities of which 11 are in the U.K.
- UB employs over 8,500 people of whom over 7,000 work in the U.K.

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About Reliance Globalcom

Reliance Globalcom, a division of Reliance Communications, spearheads the Global Telecom operations of India's largest Integrated Telecom Service Provider. Reliance Globalcom brings together the synergies of Reliance Communications Global Business encompassing Enterprise Services, Capacity Sales, Managed Services and a highly successful bouquet of Retail products & services comprising of Global Voice, Internet Solutions and Value Added Services. The company serves over 1400 enterprises, 200 carriers and 2 million retail customers in 163 countries across 6 continents.

Reliance Globalcom owns the world's largest private undersea cable system spanning 65,000 kilometres (km) seamlessly integrated with Reliance Communications over 175,000 kms of domestic optic fibre provides a robust Global Service Delivery Platform connecting 40 key business markets in India, the Middle East, Asia, Europe, and the U.S. With its recent acquisition of eWave World, a pioneer in the global WiMAX space, Reliance Globalcom has the capability to launch 4G services in over 50 countries. It has also acquired Vanco Group, enabling the company to provide managed services to over 230 countries across the globe. For further information, please visit www.relianceglobalcom.com.

About Reliance Communications

Reliance Communications Limited founded by the late Shri Dhirubhai H Ambani (1932-2002) is the flagship company of the Reliance Anil Dhirubhai Ambani Group. The Reliance Anil Dhirubhai Ambani Group currently has a net worth in excess of Rs. 63,000 crore (US\$ 14 billion), cash flows of Rs. 12,000 crore (US\$ 3 billion), net profit of Rs. 8,000 crore (US\$ 2 billion) and zero net debt.

Reliance Communications is India's largest truly integrated telecommunications service provider. The Company, with a customer base of over 74 million, including over 2 million overseas retail customers, ranks among the Top 10 Telecom companies in the world by number of customers in a single country. Reliance Communications corporate clientele includes 2,100 Indian and multinational corporations, and over 800 global, regional and domestic carriers.

Reliance Communications has established a pan-India, integrated (wireless and wireline) and convergent (voice, data and video) digital network that is capable of supporting the full range of best-of-class services spanning the entire communications value chain. It offers the widest network reach, covering over 24,000 towns and 450,000 villages. Reliance Communications owns and operates the world's largest next generation IP enabled connectivity infrastructure, comprising over 175,000 kilometres of fibre optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.