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CAN RURAL AREAS BE SAVED FROM THE BROADBAND SLOW LANE?

The Government has announced a £362 million boost to rural broadband in an attempt to bring superfast broadband to 90% of hard-to-reach communities. Commenting on the news **Ernest Doku, technology expert at uSwitch.com, says:** “This investment is great news for the thousands of homeowners in rural areas who are currently lagging behind in the broadband race. Fast broadband should be available to everyone, not just for those living in heavily urbanised areas. It is not acceptable that many areas of the UK are still living in the broadband dark ages.

“Although broadband providers are rolling out super-fast fibre optic networks as a priority, the cost of doing so in more rural areas has always been an obstacle. Providers have had to invest their money into areas where they can make it back quicker – and a rural village has not always been an attractive or viable option. This investment should bring an end to this disparity and ensure that everyone is in the broadband fast lane. The question is, with rural broadband still so far behind, will this investment be enough?

“Our [Broadband Speed Tracker](#) shows huge disparities between towns and villages across the UK, with broadband in the fastest town up to 14 times quicker than that in the slowest. In the meantime, anyone concerned about their speed should test it to make sure that they are getting the best possible service for where they live.”

Test your speed at <http://www.uswitch.com/broadband/speedtest/>

For more information visit www.uswitch.com or call 0800 093 0607

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About Us:

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

uSwitch.com is dedicated to helping consumers save money whether they have internet access or not. It offers a dedicated call centre, manned by uSwitch customer service representatives, as well as a freepost 'Send us your bill' service, whereby customers can post their latest energy bills with their telephone number to FREEPOST USWITCH, to get a free call back from a dedicated customer services representative. The service is also available via fax, email and post. Consumers should fax 0203 214 8417, email CustomerServices@uswitch.com or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

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