



**Media Release- 16 November 2005**

## **Smart Offered 3G Licence**

The Commission for Communications Regulation announced today that Smart Mobile Ltd has been ranked as the highest applicant in the comparative evaluation process carried out by ComReg for the fourth 3G licence.

Smart's application earned high points in particular on speed of network roll-out and coverage to be provided at key milestones, backed up by attractive performance guarantees. As a new market entrant to the Irish mobile market they earned maximum points under the promotion of competition criterion. As a result of these markings relative to the other applicants they emerged as the first-ranked applicant and are therefore being offered the licence.

Isolde Goggin, Chairperson of ComReg said, "I welcome this renewed interest in 3G as a reflection of the continuing improvement in confidence in the telecoms sector. The awarding of an additional licence provides an opportunity to enhance competition and provide consumers with greater choice."

Smart Mobile Ltd will now be asked to formally accept the 3G 'B' licence and comply with its associated conditions.

Three applications were received for the remaining 3G 'B' licence from eircom Limited, Meteor Mobile Communications Limited and Smart Mobile Limited. The 3G 'B' licence provides for a minimum of 53% coverage to be achieved by October 2011, equivalent to coverage of the five major cities in Ireland.

**ENDS**

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