



PRAIRIE GROVE TELEPHONE COMPANY SELECTS ASOKA USA FOR HOME AND SMALL BUSINESS NETWORKING

Arkansas Telephone Company Chooses PlugLink® 9650 Ethernet Adapter to Enhance Broadband Networking Offering

FOSTER CITY, CA - December 11, 2007 - Asoka USA, a leading Homeplug® powerline network solutions provider, today announced Prairie Grove Telephone Company (PG Telco) has chosen Asoka products for its home and office broadband networking offering. PG Telco will now put PlugLink 9650 Ethernet Adapters on every installation truck to allow easy installation, quick connectivity and broad network reach for high-speed Internet.

The PlugLink 9650 offers speeds up to 85 Mbps with bandwidth to support data, audio, media-rich presentations, photos, and VoIP. PlugLink uses a home or business's existing electrical wiring as the network medium, so customers are delivered a consistent and secure network solution with minimal installation hassle and no extra cabling. In addition, PlugLink 9650 is designed to not interfere with other home or office devices and features advanced automatic error detection and correction technologies for reliable connectivity.

"We provide a technician installation for every customer. With a large and growing customer base, we are always looking for ways to provide a simple, secure and reliable network solution," said Rick Reed, general manager of PG Telco. "Asoka's solutions provide us with a more efficient way to install networks, where we are able to decrease installation time and increase predictability of our installs. In turn, we give greater versatility and flexibility to our customers and technicians."

"We know it is important for PG Telco to provide the best customer experience to their users," said Asoka CEO, Dano Ybarra. "By utilizing Asoka's PlugLink network solutions, not only can PG Telco deliver the most reliable and secure network available, but it saves everyone time and money. Asoka products are easy for installers to set up and there is little to no maintenance on the networks needed," continued Ybarra.

Asoka offers the market's most robust and complete powerline networking solution, utilizing a home or office's pre-established electrical wiring to deliver Internet connectivity throughout a home or office. Encompassing both residential and commercial verticals through system integrators and service providers like PG Telco, Asoka's product line of Ethernet and wireless adapters, routers, power centers and customer premises equipment (CPE) offer a robust and complete network solution for consumers and small businesses.

About PG Telco

PG Telco provides telephone and Internet service to customers in the Northwestern Arkansas area. Established over 100 years ago, PG Telco the largest family-owned and operated telephone company in the state of Arkansas. With over 9,000 access lines and 3,500 Internet subscribers, the company is doing everything it can to streamline processes and provide fast, secure and reliable network connections for all customers. After evaluating Asoka's electrical wiring network solutions, PG Telco found that by using existing electrical wires in their customers' home or office, it saved time and money while providing an easy to install network solution.

About Asoka USA

Asoka is a leading developer of simple, secure, and reliable powerline networking products that use existing electrical wiring to deliver high-speed networking throughout a home or business. Asoka's innovative products are sold globally through Carriers and Systems Integrators for both residential and commercial environments. The company offers the broadest and most complete portfolio of powerline products available today, and boasts powerline technology leadership and knowledge unparalleled in the industry. To learn more, visit www.asokausa.com.

HomePlug is a registered trademark of Homeplug Powerline Alliance.

Contacts:

Cat Griffin
Zeno Group for Asoka
415-369-8125
cat.griffin@zenogroup.com