



ASOKA USA ADDS PIONEER COMMUNICATIONS TO GROWING LIST OF CUSTOMERS

Kansas-based Pioneer Communications Selects Asoka as an Alternative Home Network Solution for High-Speed/Broadband Installations

FOSTER CITY, CA – February 5, 2008 - Asoka USA, a leading HomePlug® powerline network solutions provider, today announced Pioneer Communications has chosen Asoka products as an alternative home broadband network solution for High-Speed house rewiring. Pioneer Communications will now use PlugLink AV 9660 Ethernet Adapters on some High-Speed in-home installations that are difficult to rewire. Instead of spending extreme amounts of time on rewiring, due to complicated wiring, especially in many older establishments, PlugLink can easily be installed and provide quick connectivity and broad network reach for High-Speed/Broadband, in-home networking applications.

“Every install is different and some installs are, economically, impossible,” said Tom Vick, Director of Engineering, with Pioneer Communications. “Asoka’s PlugLink solutions provide us with an alternative to complicated rewiring situations where we would have to either spend a lot of extra time in re-wiring, or, potentially, cause damages to existing structures, or both. As you can imagine, this has the potential to save us a great deal of cost.”

“When rewiring is a challenge, Asoka’s PlugLink network products solve a critical problem by equipping technicians with a simple, secure and reliable solution,” said Asoka CEO, Dano Ybarra. “We look forward to helping service providers like Pioneer grow their customer base with PlugLink solutions,” continued Ybarra.

The PlugLink AV 9660 Ethernet Adapter offers speeds up to 200 Mbps with bandwidth to support even high-definition (HD) video. 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.

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.

PlugLink, Asoka and the Asoka logo are either registered trademarks or trademarks of Asoka USA Corporation.

HomePlug is a registered trademark of HomePlug Powerline Alliance.

About Pioneer Communications

Pioneer Communications is an independent local telephone cooperative with headquarters in Ulysses, Kansas, and a fifty-year history of bringing its customers across the region the very latest in telecommunications. True to its name, Pioneer is continually investing in innovative technologies targeted to meet the needs of the residents and businesses of rural western Kansas.

Beyond traditional wireline telephony, Pioneer provides a full suite of communications services. Multichannel video is distributed to twenty-two communities across the region via a single, fiber-distributed headend. And as western Kansas' original Internet service provider, Pioneer delivers high-speed data networking using both HFC cable modem and DSL technologies. Pioneer also offers advanced GSM wireless voice and data solutions through its subsidiary, WestLink Communications.

More information about Pioneer Communications is available from their website at www.pioncomm.net.

Contacts:

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