



Zeeman Textielsupers expand with Reliance Globalcom

European Textiles Company transforms global data network to support international growth

Amsterdam, August 31 2010 – Reliance Globalcom, a leading provider of managed network and application delivery services for multinational enterprises, carriers and service providers, has signed a new 5 year contract with fashion retailer and manufacturer Zeeman Textielsupers B.V. The agreement covers the implementation and management of a Wide Area Network (WAN) to connect over 1,100 European Zeeman stores to their central HQ in Alphen a/d Rijn. The new network fully supports VoIP across key European sites in addition to managed Payment and Transaction services and Alarming services.

Based on the philosophy that 'Good clothing and textiles don't have to be expensive', Zeeman has realised extensive growth and since 1967 has expanded into Belgium, Luxemburg, Germany and France from its Netherlands HQ. Zeeman continues to grow in both new and existing geographical markets, with an 'always sharp' corporate strategy, of working only with best-of-breed services providers in every area.

With its Hybrid Virtual Network Operator (VNO) business model Reliance Globalcom was uniquely positioned to support this strategy, via the seamless integration of multiple new local providers into the network, while retaining key legacy relationships that had built the credibility of the business in established markets. Reliance Globalcom provides a single point of management for all contractual, billing, and fault management processes, delivering consistent service assurance and SLAs across the network regardless of the underlying carriers.

"Reliance Globalcom's technical expertise and deep understanding of the dynamics of different national telecom markets enabled them to better identify our specific needs and future requirements, than any other provider we engaged with. A truly consultative development process, completely consistent with our "ALWAYS SHARP" philosophy, enabled us to utilise multiple best of breed local carriers, with the reliability and flexibility we require to continue to grow our business", explains Andre Unkel, Zeeman's Corporate IT Manager.

With improved transparency on usage and issue identification managed centrally, local Zeeman IT resources could be deployed on the implementation of new Voice over IP applications, and the introduction of networked payment and transaction processes. Both of these elements significantly increased efficiency across the business, enabling collaboration and increasing the speed, accuracy and ease of customer transactions – serving to enhance the Zeeman brand with new and existing customers.

"I am really pleased to have such a well known company in the retail sector amongst our clients" explains Bertil Holthuis, Managing Director of Reliance Globalcom Benelux. "We have proved our capability to provide reliable, flexible and cost effective solutions to companies in highly dynamic sectors that demand the highest standards in service delivery, and provide the agility their businesses need to continue to grow without borders".



About Zeeman

Zeeman Textielsupers B.V supplies modern, high-quality fashion and textiles for a low, reasonable price. Established in 1967 in Alphen a/d Rijn the fashion retailer operates more than 1,100 stores in the Netherlands, Belgium, Luxembourg, Germany and France. Based on Jan Zeeman's philosophy that "Good clothing and textiles don't have to be expensive", the company has realised extensive growth and has the ambition to become the most efficient link between producer and consumer. For more information on Zeeman please visit www.zeeman.com.

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 and services comprising of Global Voice, Internet Solutions and Value Added Services. The company serves over 2,100 enterprises, 200 carriers and 2.5 million retail customers in 163 countries across 6 continents.

Reliance Globalcom owns the world's largest private undersea cable system spanning 65,000 Kilometres seamlessly integrated with Reliance Communications' domestic optic fibre running over 190,000 Kilometres, providing a robust Global Service Delivery Platform connecting 40 key business markets in India, USA, Europe, the Middle East, and the Asia Pacific region. With its recent acquisition of eWave World (now Reliance WiMAX 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 the Vanco Group (now Reliance Vanco Group), enabling the company to provide managed services to over 230 countries and territories 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. 64,000 crore (US\$ 13.6 billion), cash flows of Rs. 13,000 crore (US\$ 2.8 billion), net profit of Rs. 8,400 crore (US\$ 1.8 billion).

Reliance Communications is India's foremost and truly integrated telecommunications service provider. The Company, with a customer base of 105 million including over 2.5 million individual overseas retail customers, ranks among the Top 5 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, next generation, integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting best-of-class services spanning the entire communications value chain, covering over 24,000 towns and 600,000 villages. Reliance Communications owns and operates the world's largest



next generation IP enabled connectivity infrastructure, comprising over 190,000 kilometres of fibre optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

For more information, please contact:

Text 100 Global Public Relations
Ruud van Lieshout
Tel. +31 (0)20 530 4344
E-mail: ruud.vanlieshout@text100.nl

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