

BroadSoft Helps Drive Residential Broadband Telephony in Australia

iiNET Surpasses 100,000 Residential VoIP Customers

GAITHERSBURG, MD, April 9, 2009 - BroadSoft, Inc., the leading worldwide provider of VoIP applications, today announced that iiNet Limited (ASX:IIN), Australia's third largest Internet Service Provider (ISP), now supports more than 100,000 residential VoIP customers. iiNet's iiTalk VoIP service is powered by the BroadWorks® VoIP application platform.

"The take-up of VoIP amongst Australian consumers as an alternative to the traditional landline telephone has been impressive, especially on the heels of our Naked DSL and iiTalk launch," said Greg Bader, Chief Technology Officer of iiNet. "By leveraging BroadWorks technology, iiNet has not only built its own voice grade network, iiNetwork, but offers superior quality and reliable phone service at a fraction of the cost of landline phone service."

While residential VoIP adoption rates have been low in Australia compared to other countries, a 2009 Convergence and Communications report by the Australia Communications and Media Authority (ACMA) indicates a changing trend. With over three quarters of Australian households connected to the Internet and a growing awareness of VoIP, broadband telephony is positioned for growth.

"Building on its reputation for delivering leading-edge products, iiNet is experiencing tremendous success in selling its bundled option of Naked DSL and VoIP, which has been seen as a growth driver for residential broadband telephony in Australia," said Leslie Ferry, vice president of marketing of BroadSoft. "BroadWorks is the preferred platform for service providers that want to quickly and cost effectively deliver a competitive residential VoIP offering."

About iiNet

iiNet was established in 1993 and listed on the ASX in 1999 (ASX: IIN), growing from a small Perth business into the third largest Internet Service Provider in Australia. The company now supports more than 723,000 dialup, broadband and telephony services nationwide, is on track to exceed \$400m of revenue in FY09, and proudly employs more than 1,400 people in Perth, Sydney, Auckland and Cape Town.

iiNet's goal is to lead the market with the best Internet access products and then differentiate with a genuine, plain speaking customer service. The company has its own high speed ADSL2+ network reaching around 4 million households across Australia, the largest Voice over IP network in the country, and is delighted to have led again with Naked DSL, recognized by PC User Magazine as the 2007 Product of the Year.

About BroadWorks

IMS-compliant BroadWorks® provides a comprehensive range of VoIP applications, including Hosted Unified Communications, Hosted PBX, Mobile PBX, Business Trunking and residential broadband services

fully integrated into a single VoIP application platform. BroadWorks provides these applications with the reliability, redundancy, scalability and regulatory capabilities required to deliver carrier-class service.

About BroadSoft

BroadSoft® provides VoIP application software that enables the delivery of hosted telephony and multimedia services. After the 2008 acquisitions of Sylantro and the GENBAND M6 product line, BroadSoft has emerged as the undisputed market leader in VoIP application servers. BroadSoft's family of carrier-class products, including its award-winning flagship BroadWorks technology, empowers wireless, wireline and cable carriers to deliver next-generation voice and multimedia applications and advanced features that enable them to increase revenue, enhance competitive differentiation and elevate customer satisfaction. BroadSoft's products deliver the scale, open architecture and reliability that the world's leading telecommunications companies demand to serve mission-critical enterprise and residential broadband customers. BroadSoft provides VoIP applications to eight of the top 10 and 14 of the top 25 largest carriers worldwide, as measured by recent annual revenue, including KPN, Korea Telecom, Qwest, SingTel, Sprint, Swisscom, Telefonica de Espana, Telstra, T-Systems, and Verizon. For additional information, go to www.BroadSoft.com.