ENABLE-IT **ETHERNET EXTENSION EXPERTS**

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FOR IMMEDIATE RELEASE:

12,000 FT REACH ETHERNET EXTENDING DSLAM CONCENTRATOR OPENS THE FLOOD GATES TO EXTREME DISTANCES AND COST-SAVINGS OVER FIBER

Enable-IT's New 8950 Sends 100Mbps Ethernet Data out to Eight Locations, each up to 12,000 feet away, Saving the IT, Security, and Hospitality Industries from Having to Spend on Fiber.

LAS VEGAS, NV, October 21, 2010 --- Ethernet Extension Experts (or "E3"), designer and manufacturer of industrial ethernet extension technologies, announces the release of its Enable-IT 8950 Ethernet Extending DSLAM Concentrator, which extends 100Mbps of Ethernet data out to up to eight locations over 12,000 feet (or 3.6 Km) away using basic one or two-pair copper wiring. For the IT, physical security, and hospitality industries, this signifies a major leap over multi-unit long-distance obstacles such as the extreme cost and hassle of deploying fiber.

The web-manageable Enable-IT 8950 Ethernet Extending DSLAM Concentrator requires no programming and uses rapid LAN style RJ11 jacks to send organizations' broadband data over telephone wiring or category rated cabling to up to eight 850 LRE CPE units (sold separately). This means that multi-unit properties/organizations can now use their often forgotten telco copper wiring to deliver such multi-media services as voice-over-

IP, high-definition IP video (from security cameras), and Video-On-Demand to offices, rooms, or residences far beyond ethernet's distance limit (just 328 feet).

"It's time to stop the nonsense of burning truckloads of money on fiber installations," said David Conners, E3's Director of Product Development. "So many IT administrators and security integrators still think that fiber optics are the only way to reach beyond ethernet's distance limit, especially in multi-dwelling settings. They end up spending inordinate amounts of time and money on installation and its municipal legalities, because they didn't do their homework."

"The Enable-IT 8950 bypasses all of those legal, logistical, and technical hassles," said Kelly Alexander, Technical Support Engineer. "For a fraction of the cost of a similar fiber installation, IT admins and security integrators can send 100 megabytes per second of Ethernet data out to eight locations up to 12,000 feet away, each of which could have its own switch or hub. In other words, just one of these

devices is all you need, in most cases, to light up an entire campus of buildings with broadband data, ..using your abundant copper wiring and never touching a strand of fiber."

The 8950 Ethernet Extender DSLAM Concentrator can be purchased at www.EthernetExtender.com. It retails for $1900 and includes: (1) Rackmount 8950 with (8) Dual Voice IN RJ11 Telco ports and (8) Voice & Data OUT RJ11 ports; (2) 1000MB (Gigabit) uplink ports- (either copper or GBIC fiber module); (1) 8950 User and installation Manual; (1) Country specific power cord. Quantity discounts are available and every purchase comes with free same-day shipping and a 45-day money-back guarantee.

Ethernet Extension Experts (Enable-IT) is a pioneer OEM manufacturer of cost cutting plug-and-play Ethernet Extension solutions for the hospitality, commercial office, and multi-unit (residential or commercial) marketplace. They offer a wide range of solutions to extend ethernet networks, for every data type imaginable, up to 20x beyond the stifling IEEE/Ethernet distance limit of just 328 feet (or 100 meters). Their seamless solutions do this over your own –often forgotten- traditional copper-pair (e.g. telephone) wiring, effectively saving you thousands in overhead and security measures.

For more info, visit: www.EthernetExtender.com or

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