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| **Globe Business is first in Asia to achieve**  **MEF CE 2.0 certification** |
| **March 22nd 2013, Manila, Philippines**: Globe Business has established yet another industry milestone as it becomes the first in Asia to earn the significant Metro Ethernet Forum – Carrier Ethernet (MEF CE) 2.0 certification on March 20, 2013, elevating its status as among top service providers worldwide and can now deliver added benefits to its customers by matching enterprise users' application performance needs to MEF services with specific service-level agreements (SLAs).  Head of Globe Business Jesus Romero lauded the company's latest accolade, noting that "being the first not only in the Philippines but in Asia to receive certification for Carrier Ethernet 2.0 is not only an important achievement for us and also augurs well for the local ICT industry. It reflects our company's genuine commitment to deliver world-class and best-in-class services to our customers."  As the pioneer of premium-grade corporate solutions in the country, Globe Business is presently the only Philippine and Asian service provider, and fourth in the world, to achieve MEF CE 2.0 certification with its point-to-point E-Line (EPL and EVPL) and multipoint-to-multipoint E-LAN services, strengthening its Ethernet services' MEF 9 and MEF 14 certifications or MEF CE 1.0 which define Ethernet service functionality and service performance, respectively. These accreditations enhance the company's end-to-end service Operation, Administration and Maintenance (or OAM) capabilities for the three-level Class of Service and Tier 1 service performance as they make Globe Business Ethernet services the best choice at world-class standards.  Its MEF CE 2.0 accreditation also extends the original purpose of Carrier Ethernet with added vital features, including easier interconnection with global Ethernet providers and partners for multiple standard service types as well as enabling new levels of efficiency for mobile backhaul.   Globe Business Head of Enterprise Segments Grace Castillo added: "With our MEF CE2.0 certified services, we can deploy our products and solutions much faster, provide guarantees to customers of globally-compliant services which will work seamlessly with their network and allow end-to-end visibility to perform faster issue identification and resolution as well as ensure SLA delivery."  "What this means in terms of Classes of Service is that our customers can run multiple and critical applications while we assist and support them in prioritizing which ones can pass through Ethernet traffic. Likewise, we can conduct non-intrusive tests with added testing parameters leading to quicker turn-around time in pinpointing issues and resolutions, less service downtime, ensure SLAs and improve after-sales support. This gives them a definite advantage when subscribing to our MEF CE 2.0-certified Ethernet services," she added.  Meanwhile, Globe Business Head of Business Products and Services Francisco Claravall confirmed that "this accreditation from a global-certifying IT body is actually the result of the hard work and commitment put in by our Data Network Planning and Engineering, our Product Management team, as well as our colleagues from Tellabs and Iometrix through extended days and nights of continuous, round-the-clock assessing and resolving issues during the course of the certification tests. Our synergies were focused toward the collective goal of giving the country its first MEF CE 2.0 certified-service through Globe Business."  Already, Globe Business customers have commended its move to take its Ethernet services several notches higher, as attested by a long-time client and local insurance giant Philamlife: "We've known Globe Business to be at the forefront of innovation in the Philippines. Being the first locally to be MEF CE 2.0 certified and, better yet, in Asia, is a breakthrough not only for the company but for the country as well. This demonstrates that the Philippine telecommunications and ICT industry are moving ahead, with Globe Business leading the way," said Nilo Zantua , Vice President and Head of IT Infrastructure of PhilamLife.  Romero commented: "We believe that more than just an accreditation document, this acknowledgment from a global certifying body will translate into tangible benefits that our customers will feel and will be delighted about: simpler and faster deployment as well as standardized services that offer them more choices, giving them more reasons to be with Globe Business over and above any other provider. |