

Press Release - 4/6/04

Issued by Zhonka Broadband

FREE WI-FI IS THE “SOUP DU JOUR” FOR LOCAL BUSINESSES

OLYMPIA- As part of Zhonka Broadband’s unique “Surfbreak” program, innovative businesses around the Puget Sound are serving up free wireless Internet access for customers.

While other companies offer “wi-fi” (short for wireless fidelity) for a charge, Zhonka’s Surfbreaks are no-cost and hassle free with no login, password, or membership required. With diverse locations from grassy parks to late-night diners, there is a Surfbreak location to suit most anyone’s preference.

As Zhonka’s Secretary General Jacob Stewart notes, "It's great to see business people and students escape the office or classroom to meet or study in cafes or parks instead."

Zhonka, an Olympia-based Internet service provider, introduced this unique program in early 2003 and interest quickly spurred expansion to numerous cafes, espresso shops, computer stores, taverns, and public markets throughout Western Washington.

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Recent additions include coffee roasters Batdorf & Bronsons' Dancing Goats cafe, Café Allegro's two locations near the University of Washington, and the Olympia Farmer's Market plus a few micro-brew taverns. A complete list – including contact information - is located online at <http://www.zhonka.net/surfbreak/>. Locations are also identified with distinctive “Free Wi-fi for the People” posters and window stickers.

The Surfbreak locations use high speed Zhonka DSL connections to power the wi-fi hot-spots. A customer simply brings a wireless ready laptop or PDA to a Surfbreak locations and “Voila!” they are online.

Dave Olson, Zhonka's Minister of Marketing Affairs puts forth that everyone involved stands to gain from this arrangement, "The Surfbreak program offers participating businesses a strategic advantage over competitors who charge for use. While we certainly enjoy the goodwill and publicity, the biggest winners in this scenario are folks using this exciting new technology."

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