



Anil Dhirubhai Ambani Group

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Reliance Globalcom's Global Infrastructure Ensures Network Availability and Reach for Leading Plastics Manufacturer Richco, Inc.

Strong VPLS-based performance guarantees unify offices in China, the U.K. and the U.S.

LONDON – November 16, 2009 – [Reliance Globalcom](#), the leading global provider of managed network and communication services for multinational enterprises, carriers and consumers, today announced that it is providing managed Ethernet VPLS services for [Richco, Inc.](#) Richco selected Reliance Globalcom for its strong service level agreements (SLAs) and expansive private undersea cable network, which reached the company's key manufacturing facilities in China, the United Kingdom (U.K.) and the United States (U.S.). As a result of implementing Reliance Globalcom's Layer-2 managed services, the global manufacturer of plastic fasteners and other engineered component solutions is achieving greater business process synergy, real-time access to critical data, enhanced visibility to remote systems and improved collaboration between their global offices and manufacturing facilities.

"For global enterprises like ours, network availability is essential for insuring the accessibility of business-critical data at any given time from anywhere on the network. Latency issues are major obstacles that undermine productivity and the bottom line," said David T. Bryan, Director of Global Information Technology, Richco, Inc. "Reliance Globalcom made our transition from an IP VPN to a VPLS network painless, and we're seeing significant improvement in the efficiency of communications with our operations in Xiamen, China."

Richco's wide area network (WAN) was riding on a virtual private network (VPN) over the public Internet. Data communication with Richco's China-based operations was proving particularly challenging, with the public Internet connectivity proving inadequate for the company's core business-critical applications. This negatively impacted the company's ability to collaborate with its operations in the region. The fully-managed, fully-meshed [Enterprise Global Ethernet](#) solution from Reliance Globalcom addressed these issues with specific performance-based guarantees that were essential in the manufacturer's selection of the global service provider. The new network infrastructure from Reliance Globalcom is now supporting the reliable delivery of Richco's data traffic (e.g.: database access and engineering file transfers) and enabling the company's legacy of providing innovative design solutions to meet a vast array of fastening and routing requirements worldwide.

"Reliance Globalcom's consultative approach is driven by combining the right technologies into the right solution for the customer's business. For Richco, our vast undersea cable network and global Ethernet VPLS service dramatically improved performance to and from their manufacturing facilities in the U.S., China and the U.K." said Ted Raffetto, President, Americas region, Reliance

Globalcom. "Richco was able to realize significant business efficiencies across their global operations."

Among the business benefits Richco is experiencing with Reliance Globalcom:

- Reduced inventory levels through global supply chain coordination
- Improved customer service and manufacturing support through coordination of regional design teams
- Improved financial control and tracking through real-time visibility to remote systems.

Reliance Globalcom's [Enterprise Global Ethernet](#) provides point-to-point and fully-meshed Ethernet services within metropolitan areas and between metropolitan areas on a global scale. All of Reliance Globalcom's fully-managed services begin with a comprehensive network consultation to assess the customer's business needs, and technology and performance requirements. Reliance Globalcom empowers customers with increased business agility, the ability to scale operations globally and industry-leading SLAs for maximum uptime.

About Richco, Inc.

Richco, Inc. is a global manufacturer of plastic components. Since its inception in 1954, the company has specialized in supplying quality circuit board hardware, wire routing products, cable ties, clips and clamps, fan accessories, motion control products and fiber optic products. Richco also offers custom product design development, 3D tool design and development, rapid prototyping, production, and secondary operations. Richco has a wide range of standard proprietary products, as well as experience in custom injection molding. Richco currently operates 16 locations worldwide.

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 2.2 million retail customers in 163 countries across 6 continents.

Reliance Globalcom owns the world's largest private undersea cable system spanning 65,000 Kilometers seamlessly integrated with Reliance Communications' domestic optic fiber running over 190,000 Kilometers, 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 over 90 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 wire line), 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 kilometers of fiber optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

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