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### **New Name and New look for our local telco**

- Bendigo Community Telco adopts new name and fresh new look as product range expands
- NBN brings new economic opportunities for the Bendigo community

Local telecommunications provider Bendigo Community Telco has changed its trading name to Bendigo Telco and is set to broaden its business product range. This comes as the telco's capabilities expand into the next generation of cloud and network solutions, creating new standards for data and voice services. Business Grade Traffic Class 2 NBN and hybrid cloud services, including interconnecting with Amazon, Microsoft and IBM cloud service are among the new set of capabilities. The new product range has been complimented by a new company logo as Bendigo Telco modernises its image with a new look that symbolises its connection with the Bendigo community.

Bendigo Telco General Manager Jeff Jordan explained, "Bendigo Telco was established to provide telecommunications services to the Bendigo region. As we expand our capabilities, we continue to focus on Bendigo and Central Victoria, creating jobs, economic value and creating new standards of communication and IT infrastructure for the local community. In many other regional areas, telecommunications is a drain on the economy. Because Bendigo has its own local NBN and cloud computing provider, Bendigo has a unique opportunity to significantly boost its economy through supporting a local business in Bendigo Telco. Right now, Bendigo Telco contributes over \$100m to the local economy, and the roll out of the NBN gives our company the ability to increase this contribution substantially."

When asked about the new look, Jeff commented, "Our new logo is symbolic of our commitment to the Bendigo community, with the circle representing continuity, connectivity and all-inclusiveness. Our new tag line '*Connecting Our Community*' is representative of our commitment to Bendigo. We are the NBN provider for our community, and we will continue to support and contribute to our community as we move into this exciting new era of fast broadband connectivity".

Bendigo Telco will be upgrading the building signage over the next few weeks at its McLaren Street office.

### **About Bendigo Telco**

Bendigo Telco is a telecommunications company headquartered in Bendigo Victoria. The Company is listed on the National Stock Exchange (NSX), with a large proportion of the shares being owned by local businesses, staff and individual shareholders. Bendigo Telco has recently changed its name from 'Bendigo Community Telco' as it sets itself for expansion through the rollout of the NBN.

The company is focussed on delivering the latest in telecommunication solutions - for companies ranging from small business right up to large enterprises and has a full portfolio of Cloud and networking products. BCT is a direct partner of NBN Co. and makes use of the NBN network Australia wide.

For further information, please contact Jeff Jordan on 03 5454 5096.

