Sky launches Fibre Max with speeds of up to 76Mb

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Sky today introduces Sky Fibre Max, giving customers a brand new way to access super reliable fibre broadband.

Sky Fibre Max offers download speeds of up to 76Mb and totally unlimited usage. Available to customers for £25 a month, plus Sky Line Rental, the product will also offer Sky's leading customer service, rated Number 1 by Ofcom in January 2016.

Sky Fibre Max is now Sky's fastest broadband product, for customers who want all the benefits of Sky Fibre Broadband, with faster download speeds and unlimited usage. The product allows customers to download their favourite music album in up to five seconds, addictively good TV shows like *Game of Thrones* and *Billions* in less than a minute, and popular movies like *Spectre* and *The Martian* in less than two minutes – all at the same time, on multiple devices.

Lyssa McGowan, Director, Communication Products, Sky commented: *"We've introduced Sky Fibre Max to give new and existing customers more choice to access our fastest broadband product at a competitive price. The new product represents Sky's continued commitment to develop our broadband and fibre offering with fantastic customer service."*

Sky Fibre Max contributes to Sky's broadband portfolio of choice for its customers, including Sky Fibre Unlimited (up to 38Mb download speeds, unlimited usage), Sky Fibre (up to 38Mb download speeds, 25GB monthly usage cap) and Sky Broadband Unlimited (up to 17Mb, unlimited usage).

All customers taking fibre or broadband products from Sky have access to Sky Broadband Shield at no extra cost, the dedicated online protection tool which helps to keep families safe online.

For further information, please contact:

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Notes to Editors

- Sky Fibre Max is available to new and existing customers, with or without Sky TV and on a 12 month contract, with Sky Line Rental (£17.40 a month). Set-up costs may apply. £9.95 router delivery applies. To buy Sky Fibre Max, call 08442 410 802.
- From 16 August 2016, Sky Fibre Unlimited Pro will no longer be available for new customers to purchase, but will be maintained for existing customers.
- Sky Broadband and Talk was awarded Number 1 for overall customer service satisfaction in Ofcom's January 2016 Report, compared with BT, Virgin Media and Talk Talk.

About Sky

Sky is Europe's leading entertainment company, serving 22 million customers across five countries: UK, Ireland, Germany, Austria and Italy. We offer the best and broadest range of content, deliver market-leading customer service and use innovative new technology to give customers a better TV experience, whenever and wherever they choose.

Sky has annual revenues of £12 billion and is Europe's leading investor in television content with a combined programming budget of £5.2 billion. The group employs 30,000 people and is listed on the London Stock Exchange (SKY).

Company Contact:

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