



## **ONSPEED'S NEW TV AD, "MR. SPEEDY" RAISES THE DIRECT RESPONSE BAR WITH SPACE CITY PRODUCTIONS**

**LONDON, UK – June 23, 2005**, OnSpeed, the brand leader in internet acceleration is working with UKSpace City Productions, the leading producer of television and radio commercials in the UK, to produce its first TV campaign. The DRTV commercial titled "Mr. Speedy" highlights the ability of OnSeed to increase dial-up internet connections by up to five times. The commercial is running nationally as part of OnSpeed's £1m TV media spend and aims to meet high consumer demand for faster and affordable internet access.

Space City Productions was briefed to target consumers who want to surf the internet but who are unwilling/unable to get broadband or commit to a costly broadband contract. The OnSpeed software provides consumers with broadband speeds for dial-up connections without the need to pay a large monthly bill. The technology behind OnSpeed was developed for NASA as part of its Star Wars space programme and has already been downloaded by over 250,000 customers in the UK alone.

The 30-second commercial highlights the software's benefits by using an animated character, Mr. Speedy. The commercial shows his apparent frustrations when accessing the internet via a standard dial-up internet connection. He demonstrates how OnSpeed increases the speed of a dial-up internet connection without needing to change the phone or internet provider - and with no contract. The call to action is to visit [www.onspeed.com](http://www.onspeed.com), where consumers can download the software for £24.99 a year.

Claire Rimmer, Managing Director, Space City Productions, says: "The commercial is designed to simply communicate OnSpeed's compression technology which speeds up internet access for dial-up users. We hope Mr. Speedy will become a recognised icon for OnSpeed."

Meghan Cady, Marketing Director, OnSpeed adds: "Our growth has been phenomenal through targeted direct response advertising and we wanted a cost-effective commercial that would drive sales online. We are looking forward to the commercial's results and have been impressed with Space City's creative and professional approach. We expect TV to become an increasingly important part of our marketing mix."

The creative concept was developed by Space City Productions, with all animation by Component Graphics. Other Space City clients include uSwitch.com, Action Medical Research and Vision Express.

### **About OnSpeed**

OnSpeed, a subsidiary of Z GROUP PLC (AIM: ZGP), delivers on the need to increase the speed of Internet access by offering a unique compression service. Using a 9 patented compression technology, OnSpeed is the fastest internet acceleration software on the market and instantly enables any PC, MAC or Pocket PC user to browse and use email at near broadband speeds. The company's customers are primarily end consumers and top-tier ISPs, including BT, the UK's largest Telco with over 20 million fixed lines, DSL and dial-up.

For more information on OnSpeed, visit [www.onspeed.com](http://www.onspeed.com)

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### **About Space City Productions**

Space City is the leading producer of television commercials in the UK. It specialises in making cost-effective Direct Response TV (DRTV) and radio commercials. Its first DRTV commercial was made in 1992 and it has since helped hundreds of companies to make the best use of television (and radio) as an effective marketing tool.

The commercials are created to deliver the maximum possible response without sacrificing production values. Space City has set itself very high standards of reliability and efficiency; and by using the best and most experienced producers and directors in the business, it has built up a reputation as UK's number one for DRTV.

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