

NYC HEDGE FUNDS, PRIVATE EQUITY FIRMS AND EZE CASTLE INCREASE BANDWIDTH SECURELY WITH RAINBOW BROADBAND

*Flexible, Responsive and Cost-Effective Bandwidth of Innovative NYC IT Provider
Helps Leading Financial Services Technology Integrator to Fully Support its Clients*

Security, speed and staying on top of developments are more important than ever in the financial services world. Technology services provider Eze Castle Integration (www.eci.com) helps a growing number of New York City hedge funds and investment firms to maintain highly available IT infrastructures that help keep the firms operating at peak performance. And when Eze Castle's clients need to securely expand their bandwidth the choice is Rainbow Broadband (www.rainbowbroadband.com).

Using their HFM (Hybrid Fiber Microwave) network hubs connected to fiber centers across the city, Rainbow Broadband beams their broadband network straight to commercial buildings to most locations in Manhattan. A carrier class service, the Rainbow Broadband network provides Eze Castle with a highly flexible solution to the bandwidth needs of their demanding clientele. Eze Castle delivers the Rainbow Broadband solution as part of its ECINet Wireless product, which provides high-speed, highly available and secure Internet access. ECINet Wireless also features proactive monitoring as well as enhanced management and security features including intrusion detection.

"We have to stay as nimble as possible today. NYC's financial services firms are looking for the best service at the best rate," says Matthew Bretan, Senior Business Consultant for Eze Castle Integration. "Rainbow Broadband's approach allows us to come in with competitive pricing, rich features, and additional redundancy that ensures clients have an extremely dependable network."

Bretan points out that today's financial services firms are built to react quickly to changes in the marketplace, making the extremely fast bandwidth – available at speeds up to 100 Mbps – of Rainbow Broadband a necessity. "Hedge funds need to be able to pull in market feeds and act on the information in a timely manner," he explains. "The additional advantage with Rainbow Broadband is their turnaround time of two weeks or less to get connected, whereas with the local telco it could take eight weeks or longer to have your T1 or DSL connection.

"Rainbow Broadband's quick time to implement really sets them apart, and after the network is up they monitor it very closely," Bretan continues. "Internet redundancy via multiple points of entry is extremely desirable. For example, last year's steam pipe explosion interrupted many traditional copper wire-based connections, but Rainbow Broadband clients were able to maintain connectivity. This level of quality assurance makes Rainbow Broadband ideal as either primary or backup infrastructure."

With the security and dependability of Rainbow Broadband in their toolkit, Eze

Castle has found the ideal bandwidth solution for NYC's most selective financial services firms. "Bandwidth is a data pipeline, and that's all we want it to be," Bretan concludes. "We never have to troubleshoot the Rainbow Broadband network, so we can focus on designing the infrastructure to make our clients grow."

About Rainbow Broadband Inc.:

Rainbow Broadband provides innovative technology and solutions to New York City businesses that require competitively-priced high-speed broadband, without having to rely on the incumbent carriers' infrastructure. Using HFM (Hybrid Fiber Microwave) technology, the company has developed a fast and reliable carrier class broadband network that can deliver symmetrical bandwidth at speeds up to 100Mbps, via Ethernet, to businesses which previously were limited in access due to location or cost. Rainbow Broadband is a full service organization offering a suite of products and solutions to broadband needs of New York City metropolitan area businesses.

For more information, please visit www.rainbowbroadband.com.