

## Press Release

Zurich, June 12., 2012

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### **Sunrise is strengthening its management board: Rolf Kühne becomes the new CTO**

Rolf Kühne will immediately strengthen the Sunrise management board in the role of Chief Technology Officer (CTO). Rolf Kühne is 45 years old, from Graubünden and a trained engineer from the University of Applied Sciences of Chur with an MBA from the University of St. Gallen. Since April 2008, Rolf Kühne has been employed in various leading positions at Sunrise, most recently as the manager for carrier relations, partner management and for the cooperation with public utility companies for the construction of fiber optic cable networks. The unbundling of the last mile in 2008 after the revision of the telecommunication service law at the time and the implementation of access to the city's fiber optic cable networks took place under his management. He previously held leading positions in the network and operations area at Swisscom.

As project manager of the network program Top Quality Net, Rolf Kühne intensively got involved with the future development, operations and maintenance of the mobile communications and fixed line network in accordance with the highest quality standards. As the CTO, he assumes responsibility for the already started nationwide UMTS900 expansion of the mobile communications network with data connections of up to 42 MBit/s, together with the new technology partner Huawei. This means that Sunrise will create the best network experience for its customers. The expansion in the fixed line sector to the latest optical fiber technology in selected cities will be also be significantly advanced under the new CTO. Triple play services such as the new Sunrise TV product enable internet connections and TV in the highest quality on fiber optic cable networks.

With the nomination of Stefan Wegener as the CIO ad interim as of the 15th May 2012 and Rolf Kühne's entry as CTO, Sunrise is expanding its management board and is setting its focus on the development of its fixed line network and mobile communications infrastructure as well as the entire IT architecture.

Oliver Steil on the appointment of Rolf Kühne as CTO: "I am very pleased about the strengthening of the management board with a designated leader with a lot of experience in the technical area. The selection of a new technological partner and the nomination of the new CTO and CIO underline our focus on the further development and modernization of the entire Sunrise fixed line and mobile communications infrastructure."

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**Sunrise**

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### Sunrise

Sunrise is the largest private telecommunications provider in Switzerland with subsidiaries in Zurich, Kloten, Luzern, Basel, Bern, Biel/Bienne, Renens, Geneva and Lugano. Around 3 million customers use Sunrise's products and services in the areas of mobile phoning, fixed lines, internet and IPTV. Sunrise TV, the latest generation of entertainment, is characterized by the largest selection of HD channels in the basic package, the "ComeBack TV" and "Live Pause" functions as well as the unique range of TV and radio channels. The business customer sector Business Sunrise offers individual communication solutions for business customers. Sunrise's mobile communications network which is based on the technologies GSM, EDGE, UMTS and HSPA+ provides modern mobile communication services to 99% of the population with a transfer rate of up to 21 MBit/s. A high performance fiber optic cable network with a total length of 10 000 km enables the provision of high quality voice and data services throughout the entire country. Thanks to the unbundling, Sunrise can reach approx. 85% of all households with its broadband services. Sunrise operates more than 100 Sunrise centers across Switzerland. Sunrise is a brand of Sunrise Communications AG.