

# PRESS RELEASE

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October 28<sup>th</sup>, 2010

## J.F. Moore Communications upgrades to Fiber Optics

J.F. Moore is pleased to announce that effective December 1<sup>st</sup>, 2010, they will be upgrading their internet and communication lines to a fiber optic network provided by **Blink Communications** ([www.blink.ca](http://www.blink.ca)). **Blink** is one of the GTA's largest suppliers of fiber optic network services and a wholly owned subsidiary of Rogers Communications.

This direct connection through the internet increases reliability and allows for more consistent service for their customers. By converting to fiber optics, J.F. Moore will increase its throughput capacity from 3/mbit to 5/mbit (megabits per second) effectively improving download and upload speeds by up to 60%. Blink also offers scalable solutions that will allow J.F. Moore to expand their data, on-line and E-Commerce applications for customers while effectively managing low cost delivery of their best-in-class communications solutions. This fiber optics upgrade will also improve their FTP service for their existing customers.

Earlier this year, J.F. Moore launched a number of new E-Commerce platforms for the banking and telecommunication industries.

Dean Baxendale, President of J.F. Moore said "Our clients are demanding cost effective solutions that support their brand and customer service initiatives. This investment will further support our growing E-Commerce and multi-channel communication programs. We are constantly striving to streamline the print buying, design and data management processes to reduce the costs. We do this through print management, on-demand and on-line business communication processes."

For more information please contact Dave Cochrane 416 940-2222 or your J.F. Moore Account Manager.

