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PRESS RELEASE

For Immediate Release:

People Telecom Appoints New CFO & Company Secretary

SYDNEY, August 15, 2007 - People Telecom (ASX/NZX:PEO) has appointed Mr Adam Zines to the role of Chief Financial Officer (CFO) and Company Secretary.

Mr Zines brings to People Telecom a wealth of experience within the Australian telecommunications industry, having held senior financial and general management roles at Hutchison Telecommunications, Alcatel Australia and AT&T.

The appointment of Mr Zines follows the decision of the current CFO and Company Secretary, Mr Wayne Wanders to leave People Telecom to pursue other interests.

People Telecom CEO, John Stanton, welcomed the appointment.

“Adam has an intimate knowledge of our industry and the Telco market environment. He will bring a great deal to People Telecom’s drive for profitable growth and ongoing operational excellence,” Mr Stanton said.

Mr Zines was most recently responsible for Investor and Corporate Relations at Hutchison Telecommunications (Australia) Limited and previously headed up Strategic Sourcing and Business Planning for the company’s technology and services organisation. Mr Zines will commence employment with People Telecom on 27 August.

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Mr Stanton paid tribute to Mr Wanders, who has been part of the People Telecom senior management team for more than four years and has made significant contributions to the strong growth and development that company has achieved during that period.

About People Telecom

People Telecom (ASX:PEO) is a leading supplier of a broad range of telecommunications products and services, providing a convergence of Voice, Mobile, Data and Hosting. In both the business and consumer segments we follow a simple philosophy: 'listen to our customers and bring them the best in class products and services available in the market' - our customers always come first.

People Telecom, through its **peoplenet 4** web-based customer portal continues to lead the industry with its on-line billing and service management solutions, allowing customers to take full control of their billing and communications.

People Telecom was recently recognised at number six in the BRW Fast 100 Awards

For more information visit: www.peopletelecom.com.au

For further press information please contact:

People Telecom

John Stanton

CEO

Ph: 02 9458 5801

0434 318777