

eircom Announces Sales Process

(Issued 31 January, 2012) ERC Ireland Holdings Limited (“the Company”) today confirmed that the directors of the Company have authorised the initiation of a process to assess the interest of third party strategic and financial investors in a sale of the Company. This process will be conducted as part of the wider balance sheet remediation process currently underway.

Morgan Stanley & Co International, has been appointed as advisor to the Company in respect of the sales process. Receipt of non-binding expressions of interest from interested parties will be due in mid March 2012. The Company continues to consider and discuss the proposals received from the Coordinating Committee of the First Lien Senior Lenders and a grouping of the Second Lien Senior Lenders, and will consider any expressions of interest received under the sales process as additional options for the balance sheet remediation process.

ENDS

Sales Process Contacts:

Ben Babcock

Managing Director

Telephone: +44-20-7425-0021

Nuno Machado

Managing Director

Telephone: +44-20-7425-5233

For media queries, please contact:

Paul Bradley

Head of Communications, eircom

Tel: 01 600 4281

Mobile: 085 1744281

Email: paul_bradley@eircom.ie

Brian Bell

WHPR

Tel: 01 669 0030

Mob: 087 2436130

Email: brian.bell@ogilvy.com

For investor relations queries, please contact:

Yseult O’Driscoll

Head of Investor Relations, eircom

Tel: 01 600 8293

Email: yodriscoll@eircom.ie