

AFL Telecommunications

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AFL Telecommunications and The Shpigler Group present HF-BPL webcast

Webcasts to cover Hybrid Fiber Broadband Over Powerline (HF-BPL) technology and applications

SPARTANBURG, S.C. – July 15, 2004 – Alcoa's AFL Telecommunications and The Shpigler Group announce upcoming webcasts covering Hybrid Fiber Broadband over Powerline (HF-BPL) technology and applications. The HF-BPL initial webcast is scheduled for 2:00 PM EST on August 5. The event will be repeated on August 25 at 2:00 PM EST.

The HF-BPL webcast will run approximately 60 minutes and include live one-on-one text chat with session presenters. Content will be presented in three segments: Segment one is "**HF-BPL 101**" - designed to remove any of the mystery behind HF-BPL networks. This segment will present the advantages of a HF-BPL network, design options and an update on the current status of North American BPL deployments. Segment two will focus on the **benefits of HF-BPL networks** for telecom and utility applications. Key points will include the value of "fiber-based BPL backhaul" (PON or point-to-point) and how BPL drives bottom-line results for utility operations. The final segment will present a comprehensive **cost-modeling tool** developed by AFL and The Shpigler Group. This tool can be highly customized for your specific network application. A typical HF-BPL scenario will be presented along with cost model outputs.

The event attendees must be registered in advance and receive confirmation from AFL. Please visit <http://www.afltele.com> and follow the links to the registration window for the desired date.

About AFL Telecommunications

Alcoa's AFL Telecommunications is an industry leader in providing fiber optic products, engineering expertise and integrated services to the Electric Utility, Broadband, Telco, OEM, Private Network and Wireless markets. It has operations in the U.S., Mexico and the U.K. For more information, visit www.AFLtele.com. To learn more about AFL's full suite of active and passive solutions for Fiber-to-the-Subscriber, visit <http://www.afletelecommunications.com/FTTX/>

About Alcoa

Alcoa is the world's leading producer of primary aluminum, fabricated aluminum and alumina, and is active in all major aspects of the industry. Alcoa serves the aerospace, automotive, packaging, building and construction, commercial transportation and industrial markets, bringing design, engineering, production and other capabilities of Alcoa's businesses as a single solution to customers. In addition to aluminum products and components, Alcoa also markets consumer brands including Reynolds Wrap® aluminum foil, Alcoa® wheels, and Baco® household wraps. Among its other businesses are vinyl siding, closures, precision castings, and electrical distribution systems for cars and trucks. The company has 127,000 employees in 41 countries. For more information, visit www.alcoa.com.

About The Shpigler Group

The Shpigler Group is a strategy management-consulting firm focused on the telecommunications and technology sector. The Shpigler Group works with utilities, municipalities, telecom service providers, and infrastructure and technology developers. For these clients, The Shpigler Group works to solve complex issues involving strategic assessment, market analysis, business case development, economic evaluation of network design, and competitive and partnership assessment. For more information about the firm, visit the company website at www.shpigler.com.

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