

O2 Launches Accessibility Certified Online Corporate Responsibility report 2005/06

Website Audited and Awarded Segala-Certified™ Certificate and Trustmark for Accessibility Compliance

London, England, 06th September 2006 – Segala, a worldwide provider of Web accessibility testing and certification services with global headquarters in Dublin, Ireland, has announced that it has audited and awarded a Segala-Certified™ accessibility Certificate and Website Trustmark for the online O2 plc Corporate Responsibility report 2005/2006 for the UK, Ireland and Germany. This innovative online resource is intended to satisfy the increasing interest in corporate responsibility issues and for O2 to be as transparent in its operations as possible. The content and Website were designed and built by Corporate Edge and Rufus Leonard, O2's agency partners, who were directed by O2 to work with Segala to ensure that the site was developed with accessibility integrated as a core part of the strategy right from the start of the project through to publication. It is the second O2 Corporate Responsibility report to be certified.

Segala was responsible for all the testing and consulting services for the site to ensure that it complies with O2's required accessibility levels. From the initial design phase, reviewing early wireframe designs and providing feedback on potential accessibility issues prior to development, Segala was involved throughout the project, advising on appropriate accessibility coding during the development phase, through to a final audit, and the award of the Segala-Certified Certificate and Trustmark. The Trustmark to indicate that the Corporate Responsibility report is certified is displayed on all relevant pages of the site and links directly to the Certificate that verifies the site complies with O2's accessibility requirements. O2 mandates that all its online content is accessible to W3C WCAG 1.0 level "AA" and 3 checkpoints in "AAA" and requires all its interactive agencies and partners to be certified by Segala.

Louise Clements, Communications Manager for O2 plc, said "We are always striving to offer as much information as possible to our audiences on O2's corporate responsibility policies and performance. O2 also has a strict policy to make online content accessible and Segala's direct involvement was instrumental in helping to deliver the Website in a truly accessible and innovative way. By working with them from the very beginning we were able to immediately address any accessibility issues we faced during the project in a timely, efficient and cost-effective manner."

PRESS RELEASE

Paul Walsh, CEO of Segala said "Segala's role was to ensure that the online Corporate Responsibility report complies with O2's accessibility requirements. This was especially important given the nature of the Website and O2's deserved reputation for publishing a high standard of accessible online content. To meet this demand we provided a sustained level of input and support to O2, Corporate Edge and Rufus Leonard throughout the project and are satisfied that the final site meets O2's accessibility requirements". "Being involved throughout meant this was a substantial project for Segala and, once again, we are delighted to be a part of O2's strategy to provide accessible online content for all." he added.

Access the O2 plc Corporate Responsibility report 2005/06 at:
<http://www.o2.com/cr/resource2005-06>

About Segala

Segala is a worldwide independent authority and provider of Web accessibility and mobile content testing and certification products and services. Segala enables new media owners and online publishers to ensure that their Websites are accessible to as many potential customers as possible while meeting their corporate responsibility and legal obligations. Segala also assists interactive agencies with testing and certification services to supplement their own client offering.

Segala is a sponsor member of the W3C Content Label Incubator Group (XG-CL), a worldwide initiative to develop content labelling standards for the Web. As an Associate member of the W3C, Segala also participates in the Web Accessibility Initiative (WAI) and is a Founding Sponsor of the Mobile Web Initiative (MWI). Segala is the first testing and compliance specialist worldwide to become an associate member of the GSMA. Segala has global headquarters in Dublin, Ireland. For further information visit www.segala.com.

About the Segala-Certified Trustmark

Segala is the first company worldwide to make a machine-readable certificate available for Web accessibility and mobile content by providing a visible trustmark. The Segala-Certified trustmark provides a branded, certified and verifiable method that enables search engines and browsers to develop systems for users to filter and trust content that contain this trustmark. The benefit is that new media owners and online publishers can demonstrate their commitment to accessibility, and users have a common frame of reference for accessible sites. It is the first trustmark worldwide to be based on the method proposed by members of the W3C XG-CL Incubator Activity and which is expected to supersede the previous content label standard, PICS, currently used by Microsoft Internet Explorer. O2 is the first major organization worldwide to adopt the Segala trustmark as standard throughout its online content.

###

For Further Information, please visit:

Segala - www.segala.com

W3C WCAG Guidelines - <http://www.w3.org/WAI/intro/wcag.php>

Contact:

Andrew Gerrard

Segala UK

Mobile: +44 (0) 7771 678605

Email: andrew@segala.com

Web : <http://www.segala.com>



**Enabling a Reliable,
Consistent and Trusted Experience**

PRESS RELEASE