

30<sup>th</sup> June, 2010

## *Press Release*

# Thuraya ECO Enhancement Extends SIM Card Validity to One Year

**Abu Dhabi, 30<sup>th</sup> June 2010:** As of 1<sup>st</sup> July, Thuraya has launched an enhanced Thuraya ECO. Customers are now able to enjoy one year validity for SIM cards and more pre-loaded credit if they acquire a Thuraya ECO SIM pack. Users of Thuraya ECO, which is a unique service available in 83 countries providing 50 percent cheaper call charges will now be able to access one year of service from the date of their first call.

"We have upgraded our Thuraya ECO offerings to improve customer experience of the service. In the 83 calling locations across Europe, Africa and Asia Thuraya ECO customers will now have a much longer validity of their SIM card eliminating the need for subscribers to track their top-up dates to determine when their SIM card is expiring," said Thuraya's Chief Strategy Officer, Mr. Sultan Al Ghafli.

Even with these enhancements the Thuraya ECO SIM pack continues to be an affordable solution for communications especially in areas where there is limited access to terrestrial networks.

"In addition to the longer SIM validity, the Thuraya ECO SIM card is renewable. Upon SIM card expiry, customers have 90 days to renew their account and any remaining balance is carried forward to the new validity period which makes the service very cost-effective for users," elaborated Mr. Al Ghafli.

Thuraya provides ubiquitous blanket coverage not only in urban centers but also in remote and rural areas in 140 countries across the globe.

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About Thuraya ([www.thuraya.com](http://www.thuraya.com))

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Asia, Africa, Europe, Australia and the Middle East. Services provided by Thuraya include broadband, maritime, mobile voice that support dual GSM and satellite mode, rural telephony, fleet management and other advanced applications that enable people and businesses everywhere under its coverage to enjoy



constant access to communications and information. Thuraya enhances sectors such as oil and gas, mining, agriculture, NGOs and maritime services through its cutting edge technology.

The Company launched its third satellite in January 2008, which has brought countries of the Asia-Pacific region under its footprint and extended its coverage to nearly two thirds of the globe's population.

Thuraya was founded in 1997 by a consortium of leading national telecommunications operators and reputed investment firms from the region.

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