

22<sup>nd</sup> July, 2010

## *Press Release*

# Thuraya Handheld Phones to be Sold at Bahrain Duty Free

**Abu Dhabi, 22<sup>nd</sup> July 2010:** To expand direct sales to regional and business travelers, Thuraya's mobile satellite phones are now available in Bahrain Duty Free, which is one of the busiest transit points in the Middle East.

Thuraya is aiming to serve travelers who are heading towards Gulf states via Bahrain for business, tourism or leisure as it is a vital hub for several Gulf residents.

"Market research has indicated that demand for Thuraya phones via Bahrain airport is enormous. With massive passenger traffic growing at Bahrain airport, we want to ensure our customers can easily purchase our phones from the airport retail outlets," said Thuraya's Chief Strategy Officer, Mr. Sultan Al Ghafli.

He also added that by expanding Thuraya's current distribution network through airport outlets, the Company will be able to grow its handhelds customer base which is already the largest in the Mobile Satellite Services (MSS) market.

On top of Thuraya's handhelds portfolio is XT which is the world's toughest and lightest satellite handheld phone. The XT is a uniquely smart handheld with the fastest data service and has GPS waypoint navigation. It is also extremely robust and durable. In addition, Thuraya's SO-2510 (satellite only) and SG-2520 (a dual satellite/GSM phone) also will be available at Bahrain Duty Free.

Bahrain Airport has approximately 45 airlines with passengers traveling to over 65 destinations and more than 9 million annual travelers. Most recently, it has been named as the winner of the Best Airport in the Middle East Award at the Skytrax 2010 World Airport Awards.

- ends -

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.

**For more information, please contact:**

Mr. Ebrahim K. Ebrahim  
Corporate Communications Department  
Thuraya Telecommunications Co.  
Post Box 283333 Dubai, UAE  
Tel: 971-4-4488-828  
Fax: 971-4-4488-899  
Email: [e\\_ebrahim@thuraya.com](mailto:e_ebrahim@thuraya.com)

**About Bahrain Duty Free**

Bahrain Duty Free Shop Complex was established in 1990 and is located at Bahrain International Airport.

At Bahrain airport, our shops are located in arrivals and departure areas of the airport with a landside shop called A to Z located in the arrivals hall. Bahrain Duty Free also has a seaport shop located at Salman Port, Hidd Port & Navy shop located at US Navy Base.

Bahrain Duty Free is a public quoted company and is managed by Aer Rianta International Middle East whose parent Company Aer Rianta has over 60 years experience in travel retailing and founded the first duty free in the world in Ireland in 1947. The total number of staff employed is over 450. Turnover is in excess of 90 million US Dollars.

Additional services extend to 24 hour duty free shopping, online pre-ordering, online car draw promotions, cash raffles and customer loyalty cards. At Bahrain Duty Free you can also find many travel retail exclusive and special offers which

**THURAYA** 

are perfect for your travel. Bahrain Duty Free has a reputation for quality and value, a visit to our shop will be a pleasant experience for travelers.