

## *Press Release*

# Thuraya Phones now available at Qatar Duty Free.

**Abu Dhabi, 8<sup>th</sup> June 2010:** To boost its direct sales network for business travelers, Thuraya is now going to be available through Qatar Duty Free at Doha International Airport, which is gradually becoming one of the world's busiest travel hubs.

Targeting the major segment of frequent travelers in the approaching summer months Thuraya aims to capture unique shoppers who are in need of mobile satellite services on the way to their respective business or holidaying destinations.

"We are expanding our reach to our customers in all segments. Through this partnership with Qatar Duty Free, we are making sure that our target customers, frequent travelers and others, have more chances of experiencing and buying the mobile satellite phones they need while travelling," said Thuraya's Acting Chief Commercial Officer, Mr. Sultan Al Ghafli.

"As market leaders in mobile satellite handhelds we are aggressively expanding our presence in retail outlets so that customers can have easy access to our solutions," he said.

"We are pleased to have Thuraya products being made available for our customers. In line with our strategy to offer innovative products for all our customers, from all walks of life, Thuraya fits in comfortably within our Electronics and Mobile Phone categories. I have no doubt in my mind that customers travelling through Doha International Airport will be happy to see Thuraya Satellite phones on offer," said Keith Hunter, Senior Vice President, Qatar Duty Free.

Thuraya has customers from significant sectors in the region such as oil and gas, government, large corporates and media correspondents who will also benefit from being able to conveniently buy Thuraya's phones from airport outlets.

Thuraya's portfolio of satellite handhelds include the world's toughest satellite phone, Thuraya XT which is well known for its unique robustness and advanced features, including the fastest data service on a satellite handheld.



Also available at Qatar Duty Free will be the S0-2510 and the SG-2520 which is a dual satellite/GSM phone. Supported by a robust network, Thuraya's phones provide high voice quality.

Qatar Duty Free, one of the subsidiaries of Qatar Airways, the national airline of the State of Qatar, is one of the fastest growing duty Free operations in the region. It operates at the Departures, Arrivals, VIP and Premium terminal of Doha International Airport and the Sea Port of Doha.

Qatar Duty Free was recently awarded the "Travel Retailer of the Year" and the "Middle East Travel Retailer of year" award by DFNI (Duty Free News International). This award comes at such a significant time when Qatar Duty Free enters its 10th year in operation and was chosen by all the brands and suppliers that work with Duty Free Operators across the globe, due to the growth potential, innovative business techniques and overall customer satisfaction.

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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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