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Press Release

Sophisticated Market Segmentation and Innovative Solutions Are Key To Drive MSS Revenues

Washington 25th March 2009-----: Mobile satellite communications require refined market segmentation and an ability to develop innovative solutions to be able to boost MSS revenues, said Dr. Sven Rohte, Chief Commercial Officer, Thuraya Telecommunications Company, at today's CEO panel "What's Next for MSS Industry" during Satellite 2009, conference and exhibition in Washington, US.

Thuraya, a world leading mobile satellite operator has been an active exhibitor during Satellite 2009. The Company displayed its innovative Netted Communications, a solution based on ThurayaIP which is designed to bring together disparate communication technologies into a single user group. It is a unique solution that uses ThurayaIP's robust infrastructure and meets the needs of the military, government, emergency services and disaster and relief management sectors.

The Company also showcased a Premium Lease Service, also based on ThurayaIP. The service involves selling large amounts of bandwidth for use by ThurayaIP terminals, and is aimed at customers who need sizeable amounts of bandwidth available to them at any one time. Targeting large corporates and the defense sector, the Premium Lease Service guarantees throughput of bandwidth at all times and allows free roaming between different spot beams of the satellite.

"Thuraya is at the fore front of the MSS industry as it delivers inventive solutions. Our revolutionary products such as Netted Communications and the Premium Lease Service are very well-suited for several sectors. Netted Communications is an essential product especially for emergency situations where several groups such as the military, police and ambulance can communicate with one another without encountering any network or compatibility problems. This was achieved through much needed integration of communication systems and industry research," said Thuraya's Chief Commercial Officer, Dr. Sven Rohte.

“Furthermore, the intelligent design of our satellites allows us to support multiple usage which means that the network is never congested. Hence anyone using Netted Communications or our Premium Lease Service will always have rapid access to communication without any interruption. This is the competitive edge of mobile satellite communications, users are not inhibited by location or terrain,” Mr. Rohte elaborated.

Satellite 2009 conference and exhibition, held at the Walter E. Washington Convention Center, USA from the 24th to the 27th of March creates a forum for the thousands of attendees to learn best practices, experience newest technology and collaborate with colleagues from all sectors of the satellite community.

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About Thuraya (www.thuraya.com)

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Asia, Africa, Europe and the Middle East. Services provided by Thuraya include mobile voice that support dual GSM and satellite mode, broadband, maritime, 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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