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Press Release

To boost its products distribution at telecom consumer outlets, Thuraya Partners with Sharaf DG

Abu Dhabi and Dubai, 14th June 2009-----: To expand Thuraya's distribution network in the local and regional markets, the world leading mobile satellite operator has recently signed a distribution agreement with one of the UAE's largest IT and consumer electronics retailer, Sharaf DG. This partnership will ensure better availability of Thuraya products at regular consumer outlets. The main target customers are users located in the UAE, GCC and Middle Eastern region who require mobile satellite services, especially frequent travelers.

In accordance with the agreement Sharaf DG will be distributing Thuraya's SO-2510 and SG-2520 as well as other Thuraya products such as its broadband solution, ThurayaIP. With stores located all throughout the UAE and GCC customers will be ensured convenient and direct access to Thuraya's cutting edge products.

Thuraya's SO-2510 is the world's "smallest" satellite phone that weighs 130 grams, and is ideal for users located in remote areas. The SG-2520 is the world's "smartest" satellite telephone that has superior features such as GPS and GmPRS. It is also GSM compatible so that users can conveniently roam between GSM networks and Thuraya's coverage area. ThurayaIP is a competitive broadband solution that is A-5 sized with a maximum transmission speed up to 444 Kbps. It has advanced video-streaming capabilities up to 384 Kbps, is light-weight and ideal for users in need of a portable high-speed data solution.

"Through this agreement with Sharaf DG, Thuraya has now provided a broader distribution platform locally and regionally to facilitate consumer accessibility to the Company's competitive products. The UAE is a target transit point and the regional and Middle Eastern customers will be able to purchase Thuraya products easily and conveniently," said Thuraya's Chief Commercial Officer Dr. Sven Rohte.



He also added that Thuraya is the ideal communication partner for several sectors regionally especially oil and gas, travelers, government and media who require MSS services.

“Adding Thuraya to our portfolio of products enhances our leadership in the telecommunications solutions market. We anticipate increased demand for Thuraya products in light of the fact that customers can now purchase them in so many of our outlets,” said Sharaf DG’s Chief Executive Officer Mr. Nilesh Khalkho.

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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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