

THURAYA IS THE TELECOM SPONSOR FOR ABU DHABI DESERT CHALLENGE 2010



Mr Al Sayed, Thuraya CEO Mr. Ben Sulayem, President of ATCUAE,

ABU DHABI 23 March 2010: The Automobile & Touring Club of the UAE (ATCUAE), organisers of the Abu Dhabi Desert Challenge, today announced a partnership with Thuraya, a leading satellite communications company offering services to more than 140 countries across the world.

Thuraya will be providing a number of its XT mobile satellite handsets and Thuraya IP terminals to facilitate communications and reduce response times in case of emergencies during the rally.

The Abu Dhabi Challenge, which is being held under the Patronage of His Highness Shaikh Hamdan bin Zayed Al Nahyan, the Ruler's Representative for Al Gharbia Region, and organised by the Automobile & Touring Club of the UAE (ATCUAE), has run every year since 1991, making 2010 the 20th edition.

On the eve of the 2010 Abu Dhabi Desert Challenge, round one of the FIA Cross-Country Rallies World Cup and FIM Cross-Country Rallies World Championship, which takes place from March 27 to April 1, FIA Vice President and President of the ATCUAE Mr. Mohammed ben Sulayem said: "The five stages of the Challenge will feature demanding loop stages around Moreeb Hill, across somewhat challenging gatch tracks, winding desert trails and the region's notorious towering sand dunes located in the Rub Al Khali, The Empty Quarter.

"Each stage has been divided by passage controls and route waypoints that are manned by experienced marshals and support crew who have always responded to emergencies in exemplary fashion in the past relying on the traditional radio communication system.

"This year, in a bold move, we have decided to forego the traditional radio system and instead adopt Thuraya's advanced satellite telecommunications technology to enhance the quality and



reliability of communications which is vital to a successful event, and will also sharply reduce the response time in case of emergency,” Sulayem added.

"Thuraya is proud to support the Abu Dhabi Desert Challenge, an event which is of both regional and international stature,” said Thuraya’s Chief Executive Yousuf Al Sayed.

"Thuraya’s advanced satellite services positively impact lives around the world, by simplifying communications both in urban centres and remote terrains through its cost-effective network. Our unique voice and data solutions provide a secure and reliable service, ideal for harsh environments such as the Abu Dhabi desert,” Al Sayed said.

“Our Partnership with the ATCUAE for the Abu Dhabi Desert Challenge further affirms Thuraya’s commitment to ease communications in areas not traditionally covered by terrestrial networks, both in the region and around the world,” Al Sayed concluded.

Abu Dhabi based Thuraya Telecommunications Company, established in 1997, is a mobile satellite service provider of voice, data, maritime, rural telephony, fleet management and other telecommunication solutions. Thuraya’s congestion-free network now covers two-thirds of the globe, encompassing Asia, Africa, Australia, the Middle East and Europe.

The five-day competitive section of the cross-country motor sport spectacular, organised by the Automobile and Touring Club of the UAE (ATCUAE) with the full backing of Abu Dhabi Tourism Authority, opens in Abu Dhabi on March 27.

The desert section runs from March 28-April 1, 2010 and is open to competitors driving cars and trucks complying with FIA T1, T2 and T4 technical regulations and motorcyclists and quads running under the auspices of the FIM.

Once again the event will be the season-opening round of both the FIA Cross Country Rallies World Cup and the FIM Cross Country Rallies World Championship.

The Abu Dhabi Desert Challenge has traditionally attracted a host of partners, and in 2010 these include Nissan, ADNOC, Al Ain Water, Crowne Plaza Yas Island, Explorer, FedEx, Tag Heuer and Thuraya.

Further details, including event technical regulations, are available from ATC UAE officials, PO Box 5078, Dubai, UAE, Tel: + 971 4 2961122, Fax: + 971 4 2961133, E-mail: info@atcuae.ae or Tanya@atcuae.ae, Website: www.abudhabidesertchallenge.ae.

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About Automobile & Touring Club of the UAE (ACT UAE): Fourteen-times Middle East rally champion and Vice President of the FIA (Fédération Internationale de l'Automobile), Mohammed Ben Sulayem, is the founding President of the Automobile and Touring Club of the UAE (ATCUAE) and



Chairman of the organising committee of the Abu Dhabi Desert Challenge. Ben Sulayem was behind that launch of ATC UAE in 1991. The Club now has offices in Abu Dhabi, Dubai, Sharjah and Al Ain.

ATC UAE oversees two rounds of car rallies in UAE for the FIA Middle East Rally Championship, as well as the UAE International Rally and the Dubai International Rally.

The Club also authorises and supports the Abu Dhabi Desert Challenge (formally the UAE Desert Challenge) which is one of three rounds of the FIA Cross Country World Cup. The Abu Dhabi Desert Challenge 2010 is scheduled for March 20-27 2010.

www.atcuae.ae

www.abudhabidesertchallenge.ae.

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About ADTA: Abu Dhabi Tourism Authority (ADTA) was established in September 2004. It has wide ranging responsibilities for building and developing the emirate's tourism industry. These include; destination marketing; infrastructure and product development and regulation and classification. A key role is to create synergy in the international promotion of Abu Dhabi through close co-ordination with the emirate's hotels, destination management companies, airlines and other public and private sector travel-related organisations.

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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, Australia 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.

For more information, please contact:

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