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PRESS RELEASE

Etisalat launches a LTE ready 3.75G network

Sri Lanka sees the dawn of a new era as Etisalat launches the country's only 3.75 G network. As the telecommunications giant strides forth towards becoming Sri Lanka's undisputed industry leader, with this launch Etisalat plans to expand Sri Lanka's largest 3.75 G network with the latest and most cutting edge technology. Sri Lanka will experience fast, smart and meaningful Broad Band Services, as the company expands towards providing the first and only 3.75G technology to be introduced to Sri Lanka, capable of very fast Internet access, mobile TV applications, video streaming and video calls. The expansion further supports the latest in Value Added Services (VAS), Billing and all IT/communication services.

Etisalat deployed a Long Term Evolution (LTE) ready network for the first time in Sri Lanka, with their 3.75G HPSA+ (Evolved high speed packet access) wireless network, making them the first and only all-IP based network in Sri Lanka which has the infrastructure capability of providing a data rate up to 42 Mbps (megabits per second), using dual carrier technology. Today Etisalat demonstrates an impressive data rate of 18- 21 Mbps over and above, which is limited by the availability of devices capable of supporting such speed. This makes Etisalat a pioneer in enabling technology. The Radio Access Network solution is an IP-based converged Radio Access Network (2G/3G/4G) which is LTE or 4G capable (speeds of 100Mbps in down-link and 50Mbps in up-link). By transforming the network to IP including the transport network, Etisalat has built a network that can intelligently deliver new personalized multimedia services to its business and consumer users. This network will also leverage IP, offering scalable bandwidth to accommodate the anticipated surge in mobile traffic, cementing the foundation for the seamless future introduction of LTE technology. Sporting the ambition of becoming the most superior coverage and service provider, in time all cities, including the Northern and Vanni districts will benefit from the latest technology.

Driven by the desire to highlight the unsurpassed potential of the World Wide Web to all Sri Lankans, this product offers the best in Child Protection and Parental Control in internet access, as well as Meaningful & Smart Internet Offers, Accessories and Expert customer support.

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Etisalat now partners Content Watch Inc. to provide NetNanny, one of the best Parental Control Softwares that will address security concerns of parents regarding Internet access for their children, offered at a very attractive price. Meanwhile, broadband related content service will be offered by Etisalat in Sinhala and Tamil, a move towards breaking language barriers and enhancing accessibility and availability for all. The services will also focus on providing useful information through their web portal of day-to-day interests of housewives such as cookery, handcraft, beauty culture, astrology and so on. It will offer the 'My Page' facility where every Etisalat subscriber will own a personal web portal geared with many facilities such as checking usage, billing information and on line payments.

Subscribers will further get free storage space of a sizable 25 GB and an e-mail account. Etisalat being 'it's about you' will further see the introduction of a range of personalized, trendy and fashionable designer dongles, so as to emphasize Internet usage as a lifestyle feature. Thereby, Etisalat will usher the role of the modem beyond a mere Internet access tool to a vibrant part and parcel of a lifestyle. These will be available in a variety of price points, designed to cater to different and specific Internet needs. In doing so, it becomes more than an accessory, but more so, a superior technological tool, making the Internet meaningful, fast and safe. All of these services have not been addressed by any other service provider.

With the best in expert customer support service, Etisalat's broadband service will transcend the 'trained executive at the other end' experience to provide dedicated technical expert assistance via phone or remote desktop applications. Etisalat will also offer a range of Value Added Services in view of this launch such as 3G Video calls, Video games, Music videos, Video messaging, Video sharing and Mobile TV. These services enable the enhancement of the user experience and the provision of better choices of tomorrow's communications technology will be available at reasonable prices. Unhindered by restrictive speeds or Fair User Policies, Etisalat broadband users can also look forward to special data packages and voice and data bundles, without any speed throttling which restricts the user, as a result allowing users to take the world with them wherever they go.

This launch also introduces to Sri Lanka the HUAWEI S7 android tablet, for the unbelievable price of less than 31,000SLR, a tab bundled with a year's data package. This gives users a unique platform for using applications of their choice, anywhere they are, powered by the amazingly fast 3.75G Etisalat connections. This launch further renders a fabulous opportunity for Corporate and SME (Small and

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Medium Enterprise) markets to purchase Wi-Fi routers and other apt on-line packages, courtesy of Etisalat's revolutionary 3.75G technology.

Etisalat CEO, Dumindra Ratnayaka said, "We have realized that Mobile broadband penetration is still at its early stage in Sri Lanka. Extensive research carried by Etisalat identified the key barriers for the growth of Internet in Sri Lanka. We have identified these areas and will overcome them having understood the potential and aiming at breaking all barriers by reaching out at a grass root level." He added, "Broadband coverage will expand, covering all the districts and key cities in Sri Lanka with continuous and rapid expansion. This service will take us closer to achieving our ultimate goals of providing unsurpassed services and reaching out to our consumers…it is yet another instance of Etisalat tailoring its services, just for you". Etisalat's Internet based products will be available at all Etisalat main dealer outlets, customer care and Shop in shop channels.

As one of the most powerful players in Sri Lanka's telecommunications industry, Etisalat continues to discover new horizons and explore new possibilities in the domain. Etisalat further offers Sri Lanka's most cutting edge Internet solutions with the launch if it's 3.75G technology. Offering a variety of Value Added Services, Sales Offerings, Affinity Packages and other service, they stand atop of the ladder in innovation, quality and customer service. Having passed an impressive 3.5 million subscribers in a record time since its launch, Etisalat remains dedicated to increasing its subscriber base and taking the company into greater heights.

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