

## Etisalat offers more than 100% extra Mobile Broadband bandwidth at significantly reduced costs

Enables customers to connect on the move with its new Mobile Internet Broadband packages

**Abu Dhabi, Sunday, 24<sup>th</sup> May 2009:** In its endeavour to boost the adoption of mobile broadband in the UAE, Etisalat today announced spectacular new Wasel and postpaid mobile broadband packages offering more than 100% extra bandwidth at significantly reduced costs. Specially customised for the Mobile internet users (customers who surf the Internet through their cell phones, including iPhone) and the Mobile broadband users (customers who connect through mobile broadband devices like Notebooks/ Netbooks and 3G Data Card), these packages aim to provide convenient and flexible Internet access, anytime, anywhere to the user, as per their requirements. Etisalat has been supporting the cause of advancing mobile broadband penetration in the UAE, by providing 3G coverage to the 99% of the populated areas of the UAE.

**Mobile Internet Package:** Etisalat has upgraded its packages and has increased the bandwidth capacity without altering the price. For e.g., mobile customers enjoy 10 MB instead of 2MB, 100 MB instead of 50 MB instead of 120 MB, all at the same price. These packages provide convenience and flexibility to the mobile users (iPhone users) to surf the Internet through their cell phones to enjoy various other applications like music downloads, video streaming, YouTube, facebook, online gaming, navigation, and instant messaging.

Etisalat existing customers can migrate to new packages by either calling 125 or by visiting any Etisalat business centre.

Customers can choose the package option most favourable to them, as per their usage, from various available plans.

**Mobile Broadband Packages:** Etisalat has also introduced new packages of 1GB and 5GB in addition to the existing 10GB package, especially for mobile broadband customers, who connect through the 3.5G Modems, 3.5G router, 3G data card and Netbooks.

	Old Packages	New Packages	Monthly Fee	Out of Bundle price (Fils / KB)
Mobile Internet Package	2 MB	10 MB	AED25	1.5 Fils
	50 MB	100 MB	AED95	1 Fil
	120 MB	1 GB	AED195	0.05 Fils
Mobile Broadband Packages	120 MB	1 GB	AED195	0.05 Fils
	200 MB	5 GB	AED295	0.025 Fils
	10GB	10GB	AED460	3 Fils

Besides these options customers can also benefit from "pay as you use" package that gets automatically activated (without any need to subscribe) when customers use mobile Internet. For all the other packages, customers can subscribe by calling **125**. Etisalat existing customers can migrate to these new packages by either calling 125 or by visiting any Etisalat business centre.

Commenting on the new packages, Essa Al Haddad, Chief Marketing Officer, Etisalat, said, " Etisalat is delighted to launch new mobile broadband packages. Like many of our pioneering initiatives, this service also reinforces our commitment to provide the best value and a variety of options for our customers to choose from. Etisalat believes that mobile broadband is the future of the internet, with the ever increasing need to 'feel connected' all the time. This need is further accentuated with the increasing proliferation Smart phones introduced by Etisalat in UAE. Etisalat will continue to add new elements and services to its mobile broadband initiative to boost its adoption in the UAE and create the best possible mobile multimedia and broadband experience for its customers."

Al Haddad also pointed Etisalat's successful completion of phase 1 of its roadmap to bring the next generation mobile broadband connectivity to the Middle East. In trials, in the UAE, the telco has recorded average download speeds of 20.37Mbps, using the HSPA+ technology.

Etisalat customers can enjoy the high speed internet access across 99% of populated areas in the UAE, through Etisalat 3.5G HSDPA technology that provides download speed up to 7.2 Mbps.

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