

7<sup>th</sup> June 2011

## *Press Release*

### **Thuraya Sponsors Horse Expedition in Mongolia**

**Abu Dhabi, 7<sup>th</sup> June 2011:** A large group of horse-riding enthusiasts and adventurers will be heading off to Mongolia later this month, embarking on a three-week anthropological journey. The 18 team members, coming primarily from the UAE and Europe, will be studying globalisation effects on the lives of indigenous tribes in North-East Asia. Thuraya, the leading international mobile satellite services (MSS) operator, will be the telecom sponsor of this expedition team.

The team will be using Thuraya XT, the world's toughest satellite handheld phone, as their main solution for telecommunications throughout the journey.

The expedition will be led by Captain Lazlo Toth and Mr. Ron Haulik. "After researching the market, we opted for Thuraya XT mainly due to the high quality and reliability of the product. We are familiar with Thuraya and some of the team members are already users of the Thuraya network. We wanted to choose a trusted telecom solution that will efficiently and reliably facilitate our communications throughout this arduous trip," said Captain Toth.

Thuraya provides ubiquitous coverage over Mongolia, including the most remote regions. As the horse expedition will be travelling to areas close to the Russian border they are ensured network availability through the Thuraya-3 network which covers the Asia Pacific region.

"Thuraya XT is perfectly designed in terms of size and weight which is a factor for us as we need to carry supplies for 3 weeks and need to utilise space as best as we can. Additionally, we are travelling through very harsh environments and weather conditions therefore the fact that the phone is splash water, dust and shock proof is an essential factor that attracted us to the phone," added Captain Toth.

He elaborated that Thuraya XT is the only satellite handheld to provide GPS waypoint navigation enabling the expedition to cut down on the need to charge and use a separate location-based device.

"Through this phone we will be able to update our expedition blog as well as communicate with our scientific back up team on research topics related to the tribes we will be encountering during the expedition," elaborated Captain Toth.



Thuraya's Vice President, Corporate & Marketing Communications, Mr. Ebrahim K. Ebrahim said, "Thuraya is always pleased to sponsor sporting and scientific research activities throughout its coverage area. Our border-to-border coverage over Mongolia will allow this horse expedition to rest assured that in times of need they have access to the outside world through Thuraya XT. The advanced features of the phone, combined with superior ruggedness make it a smart choice for this challenging journey."

Thuraya XT, also known as the world's toughest satellite handheld provides the fastest data service on any satellite handheld. It offers unique walk and talk capabilities due to its omni-directional antenna and has cutting edge voice quality.

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About Thuraya ([www.thuraya.com](http://www.thuraya.com))

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