



CEDARCOM EXPANDS *MOBI™*, THE FIRST TRUE MOBILE BROADBAND COVERAGE TO REACH 3 MILLION STRONG LEBANESE IN ALL MAJOR CITIES IN LEBANON

BEIRUT, Lebanon, SAMENA Broadband Wireless Summit, March 2nd 2009. Cedarcom, the leading Lebanese telecommunications operator, announced today that its major expansion in *MOBI™*, the first true mobile broadband wireless access network in Lebanon, has started and will be concluded within 3 months. Coverage will expand to reach major cities in Mount Lebanon, North, South, and Bekaa valley.

MOBI™ in partnership with major ISPs in Lebanon offers customers connectivity to an IP-centric high-speed data communication network within a wireless broadband Internet environment. The *MOBI™* customers enjoy high-speed mobile data communications in all IP-based applications, browsing, emails, streaming video, e-CRM, etc within the service areas.

“This investment in our network expansion stems from customers’ high demand, and is a direct fruit of our Board’s belief in Lebanon’s potential despite the current global crisis; that is why we took this brave investment decision to expand to 40 new cities in the coming 3 months. Despite the introduction of ADSL services back in May 2006, the average year-to-year grow in *MOBI™* line exceeded the 118% mark, while ARPU remained steady in the \$29 range. Our customers see huge value of the mobility and freedom features that *MOBI™* offers, reason behind our slogan “*INSTANT FREEDOM! Connecting Life...*”. Customers in Southern tip “Nakoura” will enjoy the same magic with *MOBI™* as our customers in the Greater Beirut area. We will have blanket coverage in the Greater Beirut area while tripling the network capacity” said Imad M Tarabay, Chairman and CEO at Cedarcom.

MOBI™ New Expansion plans will cover Southern cities of Nakoura, Nabatieh, Bint Jbeil, Jizeen, Chhim and their surroundings; Northern cities of Ehden, Zghorta, Batroun, Amsheet, Amioun el Koura, Tripoli and their surroundings; Mount Lebanon cities of Baabda, Chouifat, Dohat Aaramoun, Ain Saade, Mansourieh, Hazmieh, Baakleen, Deir el Kamar, Alay, Bhamdon, Hammana, Saoufar, Bekfaya, Baabdat; Keserwen cities of Ajaltoun, Zouk Mosbeh, Balloune, Aachkout, Ghazir/Aaramoun and surroundings; and in the Bekaa valley cities of Baalbek, Zahle, Shtoura and surroundings.

“Lebanese business executives and internet aficionados will enjoy the liberty and freedom of true broadband speeds at affordable accessible prices in all major cities in Lebanon. This expansion comes hand in hand with vast core infrastructure expansion along with tailored regional plans. Recently we introduced *MOBIPro™* line of service with VPN, dial on demand and ATM services and have noted huge success in this line. At this moment, we would like to express our respect and appreciation to the Ministry of Telecommunications and the Telecom Regulatory Authority who have supported us in this expansion.” said Imad Tarabay.

Cedarcom further takes this opportunity to launch the *MOBI™* USB Dongle. This is the smallest sized high-speed broadband modem in town. It weighs only 50 grams, with slim pack dimensions including an integrated extended antenna. Our partner ISPs will have the USB Dongle in stores starting today.

About Cedarcom SAL

Cedarcom is the first and only Fixed Broadband Wireless Data Provider in Lebanon, providing a breadth of data communication, secure access and last mile solutions to the local industry. Cedarcom holds a wireless data networking license under decree number 10172, allowing the deployment and operation of a country-wide wireless data network with the advanced Broadband technology. Cedarcom has licensed spectrum in the 1.9 GHz, 2.5 GHz, 3.5 GHz, 7.5 GHz and 23 GHz frequency bands, and provides secure wireless access, data networking and last-mile solutions to banks, ISPs, ASPs, insurance companies, universities, multi-branch offices, etc. The company is the first wireless operator to deploy MPLS based services and MPLS VPN in the Middle East. For more information on Cedarcom, go to www.cedarcom.net and for more info on *MOBI™* service please visit www.mobi.tm

For more information about *MOBI™* partner ISPs, please visit:

www.lynx.net.lb

www.bb-p.net

www.idm.net.lb

www.cyberia.net.lb

www.sodetel.net.lb

www.comnet.net.lb

www.hequet.net

www.farahnet.net

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