

Press Release

du Holds its Third Annual General Assembly Meeting

Dubai, 10 March 2009 – Emirates Integrated Telecommunications Company ("du") held the company's third Annual General Assembly Meeting earlier today.

At the meeting, du's Chairman, Ahmad Bin Byat, presented a review of 2008 while highlighting the company's exceptional full year results.

Commenting on du's performance, Mr Bin Byat said: "2008 was a transformational year for du in more ways than one. A number of outstanding milestones were reached, notably achieving the company's first full year net profit of AED 8 million before royalty in less than two years of operation. Having exceeded 1 million mobile active subscribers during the fourth quarter of 2007, 2008 has seen us end the year with 2.5 million active mobile subscribers, a truly exceptional result."

The following resolutions were duly passed at the AGM:

1. To consider and approve the Board of Directors' report for the fiscal year ending 31 December 2008.
2. To consider and approve the Auditors' report for the fiscal year ending 31 December 2008.
3. To consider and approve the Company's financial statements along with the profit and loss account for the fiscal year ending 31 December 2008.
4. To discharge the members of the Board of Directors and the Auditors from their liabilities for the fiscal year ending 31 December 2008.
5. To approve the Board of Directors Remuneration.
6. The re-appointment of KPMG as Auditors for the fiscal year 2009 and their remuneration.
7. The Board of Directors for 2009 comprises: Ahmad Abdulla Bin Byat, Fadhel Abdulbaqi Al Ali, Eissa Mohammed Al Suwaidi, Abdulhamid Mohammed Saeed, Younis Haji Khoori, Waleed Almokarrab Al Muhairi, Jassem Mohamed Al Zaabi, Abdulla Hamad Rahma Al Shamsi and Ziad Abdulla Ibrahim Galadari.

- Ends -

About du

du, the integrated telecom service provider in the UAE, launched mobile telecommunication services in February 2007 across the UAE, in addition to internet and pay TV services that du provides in some of the free zones of Dubai. Call Select, du's nationwide fixed line services for voice telephony, was launched in July 2007. By the end of 2008, over 3 million people in the UAE chose to become du customers.



Among du's many firsts is its historic Number Booking Campaign for both individuals and business, Pay by the Second billing system, Mobile TV, Mobile Payments, first of its kind 'WoW' recharge card (which offers customers the choice between more credit, more time and now 'more international' recharge option with additional credit on international calls) and Self Care.

For business customers, du business offers include Closed Business User Group and preferred International Destinations. du Broadcast Services division brings scalable media technology platforms and telecommunication solutions to the broadcast community through its world class teleport (Samacom) and Master Control Room (MCR) facilities.

du products and services for consumers and business are available through du's retail network, currently numbering 27 du shops located in strategic locations across the UAE Or through du e-shop, accessible at <http://www.du.ae/en/where-to-buy/eshop.html>

du is 39.5 percent owned by the UAE Federal Government, 19.75 percent by Mubadala Development Company, 19.5 percent by Emirates Communications & Technology Company LLC and the remaining stake by public shareholders. It is listed on the Dubai Financial Market (DFM) and trades under the name du.

Awards to date

- du won two prestigious awards at UAE Web Awards 2008. du e-shop portal won the best strategic online portal award in the e-commerce category and du media club website won the bronze award in the media and press category.
- du corporate brand launch campaign awarded a Cristal MENA award in 2008
- du declared 'Best Brand' at Telecoms World Awards Middle East 2007 for innovative branding and outstanding brand success
- Second place in the New Brand Launch category at the GMR Effectiveness in Marketing Awards 2007
- Silver Award for the best website in the ICT category at the UAE Web Awards 2007
- du WoW TV Commercial awarded amongst the best 50 TV commercials in mobile telecom category in the world for 2007

For more information, please contact:

Kate Delahunty
Capital MS&L
T: +971(0)4 427 6446

Sonia Kribi
Capital MS&L
T: +971(0)4 367 6175

