Press Release

du signs three-year Support and Optimisation agreement with Cisco

Network infrastructure support financed through Cisco Capital

Dubai, 28 June 2011 – Emirates Integrated Telecommunications Company PJSC ("du") today signed a three-year contract with Cisco for network support and optimisation services, to support existing and future network infrastructure growth.

The contract has been financed through attractive finance terms arranged by Cisco Capital (Dubai) Limited and provides du with a predictable and optimised Total Cost of Ownership (TCO) over three years.

Hatem Bamatraf, Senior Vice President of Network Development at du, said: "We continue to strive to provide our customers with the best possible service, by constantly improving our network infrastructure. This agreement in collaboration with Cisco will ensure that we are able to further optimise our market offering, and deliver the uninterrupted and quality services our customers have come to expect.

"The strategic finance arrangements further reinforce the strength of our financial and operating position."

The three-year agreement provides du with Cisco SMARTNet for rapid issue resolution and premium service options to help du maximise operational efficiency. Additionally, Cisco will provide comprehensive network and voice infrastructure optimisation services as well as on-site focused technical support services.

Nadim Khoury, Director, Cisco Services, UAE, commented: "This agreement is a significant milestone in Cisco's collaboration with du, demonstrating our strong business relationship and bringing to bear financial strength with critical service capabilities; moving beyond just being an end-to end network solutions technology provider. This is becoming increasingly important for our customers where we are witnessing major developments in the information, communications and technology space that require higher levels of service and assurance coupled with innovative financial consumption models."

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About du

du, a leading integrated telecommunications 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 Q1 2011, du had approximately 4.6 million mobile 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 comprising over 30 du shops located in strategic locations across the UAE, more than 3000 authorized dealers or through du e-shop, accessible at http://www.du.ae/en/where-to-buy/eshop.html. du shops are a "one stop shop" for mobile service, carrier select and the payment of the service bills.

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

About Cisco Capital (Dubai) Limited:
Cisco Capital (Dubai) Limited is a wholly owned subsidiary of Cisco Systems Netherlands Holding B.V specializing in arranging credit and advising on financial products or credit for Cisco solutions.

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About Cisco:

Cisco (NASDAQ: CSCO) is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at http://www.cisco.com. For ongoing news, please go to http://newsroom.cisco.com.

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