



August 1, 2010

Holding Statement

We have been notified on August 1st 2010 by an instruction from the Telecommunications Regulatory Authority of the UAE that certain BlackBerry services will be suspended starting October 11th, 2010.

BlackBerry Email, BlackBerry web browsing, social networking, and instant messaging services on BlackBerry devices that are supported as part of the BlackBerry service, will be suspended.

Customers will be able to continue using their BlackBerry devices for Voice, SMS, MMS and web browsing not using blackberry service as these services will remain unaffected. Other applications which do not use the BlackBerry services will also not be affected.

This is an important decision taken by the Telecommunications Regulatory authority and as a licensed telecom service provider we shall fully comply by this instruction. Since a number of du customers are BlackBerry subscribers, du will ensure that it provides all its affected customers with an alternative solution that meets their needs with minimal disruption to their services.

In the coming days du will be making an announcement on the full plan and shall inform all customers on the implementation of this alternative plan.

As a reasonable service provider, we have an obligation to always act within the law and the regulations of the Telecommunications Regulatory Authority of the UAE, while at the same time, providing our customers with the best possible service.

- Ends -

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 2010, du had approximately 3.74 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.

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