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MARITIME COMMUNICATIONS PARTNER



PRESS RELEASE

DFDS RENEWS AND EXPANDS ITS CONTRACT WITH ONBOARD COMMUNICATION SPECIALIST MCP

Copenhagen, October 30th, 2008: DFDS, a leading European-based transport network operating over 60 ships, has today renewed its contract with Maritime Communications Partner (MCP) for the provisioning of GSM services onboard its fleet of five passenger vessels and five Ro-Ro ships. The agreement lasts until Dec 2014.

"We want to expand the breadth of MCP services to all our passenger ships. We are developing the Ro/Pax segment, and expect to see an increase in this segment over the years to come," said Gert Møller, IT Director, DFDS.

From enhanced passenger satisfaction to a valuable revenue opportunity, ship operators secure major advantages through teaming up with MCP. Operators enjoy additional call revenue with no financial investment required. Further, as a recognized international operatorship, MCP fully handles all legal and regulatory requirements.

"Over the past 4 years, MCP has demonstrated true partnership, which includes fairness and the ability to see things from many perspectives, including ours. MCP has a high standard with regards to knowledge about complex technologies, which results in stability and trustworthiness," said Møller.

Bernt Fanghol, MCP's Vice President of Business Relations, says: "We have built up an excellent business relationship with DFDS, a company recognized for competitive, differentiated and value-creating transport solutions to freight and passengers. DFDS provides top quality communications services to over 1.6 million passengers each year."

Business at sea is an important revenue stream for DFDS, who, during the past several years, has witnessed an increasing market demand for multiple function rooms and meeting facilities. High quality conference facilities onboard several of their vessels are equipped with a wide array of technical equipment including AV equipment and technology and facilities to present, discuss and socialize.

"Connectivity is important to all our guests. Each year we cater to approximately 115.000 conference participants who expect reliable telephony and Internet access to remain in touch with clients and loved ones," says Møller.

According to Møller, most passengers don't really realize that they are connecting to something special like an onboard mobile cell that uses a satellite-link.

"Younger people are constantly in touch via their mobiles, and would greatly resent being disconnected. Together with MCP, we have been trying to keep prices at an acceptable level, but at the same time, prices must reflect the rather high costs involved in this complex setup", says Møller.

MCP considers this renewal contract to be an important step towards strengthening its successful cooperation with DFDS, who also confirms the start of MCP HotSpot/WLAN trials on its ships sailing in Scandinavia.

"MCP's new services - like HotSpot/WiFi for passenger use - is important for us. Passengers and crew expect connectivity as they know it ashore, and instead of developing it ourselves, we find it convenient to let a competent partner take care of it. DFDS has enjoyed a good revenue from the MCP services over the last years, and we try to keep it this way by offering new solutions," maintains Møller.

He strongly believes that it is important to follow emerging cellular telephone trends.

"MSN and similar services will continue to develop, resulting in more realistic virtual presence, but requires new solutions to make this work over the relatively limited bandwidth that is available over the satellite-link."

Says Fanghol: "Reliable wireless communications is a key differentiator for passenger satisfaction and crew welfare. Vessels equipped with MCP CellAtSea™ HotSpot solutions have the next-generation maritime WiFi – with a connection that you can count on. MCP's WiFi HotSpot Solutions makes connecting simple and consistent, no matter which location you are using. It's great for everything from checking your email to booking hotels, checking sports news or fixing your online banking. The security features of the CellAtSea™ HotSpot network helps make sure that passenger information stays secure and private."

About DFDS:

DFDS is a leading sea-based transport network in northern Europe. DFDS has around 4,400 employees and a fleet of about 60 ships. Its shipping network integrates freight and passenger services, delivering high frequency and reliable freight services to haulage and forwarding companies. DFDS was founded in 1866 and is listed on OMX The Nordic Exchange Copenhagen.

For more information about DFDS, please visit: www.dfds.com

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About Maritime Communications Partner:

MCP is the global maritime cellular operator focused on providing cost effective GSM and CDMA communications solutions specially created to fulfil the requirements of the shipping industry. MCP enables cell phone coverage by installing and operating the shipborne radio networks, linking the vessels with public networks via satellite. MCP operates its mobile services via roaming agreements with cellular operators throughout the world and with mobile subscriptions specially designed for seafarers around the world.

Through a partnership with MCP, ship -owners benefit by providing a service in demand to their passengers and crew, thus enhancing their own competitiveness

MCP is a fully recognised international mobile operator which handles all legal and regulatory challenges associated with the unique technology and service solutions that it provides to its customers.

MCP is fully owned by Telenor ASA.

For more information about MCP, please visit: www.mcp.com

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