



# PRESS RELEASE

## PAUL GAUGUIN CRUISES SELECTS MCP FOR ONBOARD CELLULAR COMMUNICATIONS

***Arendal, Norway, August 17, 2010: Maritime Communications Partner (MCP), the leading provider of global onboard communications to cruise and ferry vessels, has announced an agreement with Paul Gauguin Cruises which operates the 6-star luxury cruise ship the M/S Paul Gauguin in the Pacific Ocean region.***

MCP's contract with Paul Gauguin Cruises covers GSM, CDMA, GPRS, PDSN and CrewSIM services on the M/S Paul Gauguin and any future vessels that may be added to the fleet. The delivery includes the removal of the existing network equipment and re-installation of state of the art equipment, services, engineering and product management, network improvement design, system integration and on-going network operations.

### A win-win situation

When the existing contract expired, Mr. Richard Bailey, President & CEO, was looking to upgrade the vessel with the most state of the art equipment to go along with the vessel's luxury status and discerning clientele. "One of the main criteria for MCP to secure the contract was their proven ability to complete the change while the ship was still in operation and very quickly bring the vessel back online with minimal guest disruption," said Mr. Bailey.

"We are very pleased to be able to bring such a fine luxury cruise ship into the MCP family of vessels," says Fred Sorensen, Managing Director for MCP in the Americas, "and we will continue to build market share in the U.S. by providing the industry's best product portfolio and by being the top revenue producing operator in the market place."

"An immediate benefit I noticed was an overall improvement in signal coverage onboard the ship," says the maritime technical veteran Mr. Jan Erik Andersen currently serving as Paul Gauguin's Owner's Representative. "I expect this will directly translate to better guest satisfaction and an increase in use."

### *About Paul Gauguin Cruises:*

Launched in 1998, the M/S *Paul Gauguin* is the longest continually operating luxury cruise ship in the South Pacific. The deluxe M/S *Paul Gauguin* was built specifically to sail the waters of Tahiti and French Polynesia, accessing smaller bays and inlets that larger ships just can't reach. Aboard this award-winning, 6-star ship, you'll enjoy exclusive itineraries, as well as the unparalleled service, luxurious amenities, and superb attention to detail that made this ship the one of the top three small luxury cruise ships in the world, according to readers of *Condé Nast Traveler* magazine. The M/S *Paul Gauguin* is now owned by Pacific Beachcomber, the leading luxury hotel operator in French Polynesia. A company with tenacious respect for the environment—both cultural and

## ADDITIONAL PAUL GAUGUIN CRUISES

ecological—Pacific Beachcomber is dedicated to eco-friendly practices that are environmentally, socially, and economically sustainable.

For more information about Paul Gauguin Cruises, please visit [www.pgc.com](http://www.pgc.com)

### *About Maritime Communications Partner:*

MCP is the global maritime cellular operator focused on providing cost-effective GSM and CDMA communications solutions specially created to fulfill the requirements of the shipping industry. MCP enables cell phone coverage by installing and operating ship-borne radio networks, linking the vessels with public networks via satellite. MCP is a fully recognized 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 a wholly owned subsidiary of Telenor ASA and a member of the Telenor Group.

For more information about MCP, please visit: [www.mcp.com](http://www.mcp.com)

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