



PRESS RELEASE

MCP WINS CONTRACT TO INSTALL WIRELESS MOBILE TELEPHONY SERVICES ONBOARD ALL SHIPS IN PRINCESS CRUISES, CUNARD LINES AND P&O CRUISES AUSTRALIA'S FLEET

Arendal/Santa Clarita, January 2, 2008: Maritime Communications Partner AS (MCP), fully owned by Telenor ASA, has signed a contract to install and operate the cellular network onboard all ships in Princess Cruises, Cunard Lines and P&O Cruises Australia's fleet. The agreement covers 21 ships at the signing of the contract. The fleet of cruise ships has a passenger capacity of approximately 45,000, as well as a crew of 20,000. The MCP service will allow everyone onboard to use their own mobile phones when sailing on the high seas.

"This contract represents a definite breakthrough for MCP in the American cruise market", says Pål Bjørdal (CEO of MCP). "We have won this contract despite hard competition, and we are proud to have been chosen to supply one of the most distinguished and demanding cruise operators in the market. The agreement with Princess Cruise Lines will be an excellent platform to further build our growth strategy on", says Bjørdal.

"We are very pleased to have reached an agreement with MCP for this service, and believe that MCP will be a good business partner for us," says Anthony Kaufman (Senior Vice President of Commercial Affairs at Princess Cruises). "This is a service that an increasing number of passengers expect to find onboard our ships. MCP has been very good to work with, particularly in respect of disabling the service in the certain public areas of the ship where we prefer cell phone service not to be present."

"This contract is an important milestone for MCP, and it shows that MCP is a worthy competitor in the international cruise market", declares Telenor Director and MCP board chairman, Bjarne Aamodt.

About Maritime Communications Partner AS:

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 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.

Through a partnership with MCP, the ship-owners benefit by providing a service in demand to their passengers, thus enhancing their own competitiveness. MCP works in close cooperation with customers, providing unique business models based on revenue sharing and co-investments in the vessels' operational infrastructure.

MCP is a fully recognised international cellular 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 our website www.mcp.com

About Princess Cruises

From its modest beginnings in 1965 with a single ship cruising to Mexico, Princess has grown to become one of the premiere cruise lines in the world. Today, its fleet carries more than a million passengers each year to more worldwide destinations than any other major line.

Considered one of the most recognized cruise lines in the world, Princess Cruises was catapulted to stardom in 1977 when Pacific Princess was cast in a starring role on a new television show called "The Love Boat." The weekly series, which introduced millions of viewers to the still-new concept of a sea-going vacation, was an instant hit and both the company name and its seaway logo have remained synonymous with cruising ever since.

Princess' modern fleet has grown considerably in recent years to include Caribbean Princess (2004), Coral Princess (2003), Crown Princess (2006), Dawn Princess (1997), Diamond Princess (2004), Emerald Princess (2007), Golden



Princess (2001), Grand Princess (1998), Island Princess (2003), Pacific Princess (1999), Regal Princess (1991), Royal Princess (2007), Sapphire Princess (2004), Sea Princess (1998), Star Princess (2002), Sun Princess (1995) and Tahitian Princess (1999). Ruby Princess will join the fleet in 2008, making Princess one of the most modern fleets on the high seas.

For information about Princess Cruises, please visit www.princess.com

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