



## **PRESS RELEASE**

### **MCP TO INSTALL GSM SERVICES ON WORLD'S LARGEST CAR FERRY, IRISH FERRIES' MV ULYSSES**

Grimstad/Dublin, March 29, 2007: Maritime Communications Partner AS (MCP) has signed a contract with Irish Ferries to deliver GSM and SMS services onboard the luxury MV Isle of Inishmore and the 50,000 ton MV Ulysses, the largest car ferry in the world. This follows the successful installation of MCP's CellAtSea™ service onboard Irish Ferries' MV Normandy on the Ireland-France route at the beginning of 2006. Irish Ferries, voted Ireland's Best Ferry Company several times over, is Ireland's leading passenger/ro-ro ferry company. Both the MV Isle of Inishmore and the MV Ulysses provide passengers with daily state-of-the-art sea travel between Ireland and Britain. The well equipped and modern MV Isle of Inishmore sails between Rosslare and Pembroke. The MV Ulysses sails from the heart of Dublin to Holyhead and has the capacity to carry up to 2,000 passengers, 1,342 cars or 240 trucks.

MCP's CellAtSea™ service enables passengers and crew onboard cruise-ships, ferries and other vessels around the world, to make and receive calls and SMS using their own mobile phones and phone numbers.

For the passengers, the mobile services are transparent, readily available on their own personal mobile phone, operating seamlessly through MCP's network in the same way as when travelling abroad. MCP tariffs all calls, and handles the revenue flow generated by the networks, through industry standard billing and accounting systems. The customers are charged by their home operator through normal invoicing routines.

#### ***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 vessel's 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.cellatsea.com](http://www.cellatsea.com)

#### ***About Irish Continental Group:***

Irish Continental Group, founded in 1972, has been leading the way to provide superior shipping, transport and leisure services to travellers and cargo between Ireland, the United Kingdom and Continental Europe. The Group comprises of two main divisions; Ferries and Container & Terminal. Irish Ferries, a subsidiary of the Ferries division, has in the last decade invested over €450 million in new vessels, port infrastructure and acquisitions to become the principal Irish marine transport operator. Irish Ferries operates altogether 4 modern car/fast ferries.

For further information, please contact:

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