



PRESS RELEASE

MCP PROVIDES CELLULAR CONNECTIVITY TO THE COLOR LINE FLEET

Grimstad/Oslo, March 14th, 2006: A contract has been signed between Color Line and Maritime Communications Partner (MCP) for provisioning of GSM services on board the Color Line fleet. Following the successful installation and launch of the CellAtSea™ service on board the Color Fantasy in December 2005, Color Line has decided to implement the service on 6 more vessels. The service will be introduced on board the MS "Kronprins Harald", MS "Prinsesse Ragnhild" and MS "Color Festival" during April/May 2006. By the end of 2007, beginning of 2008, installations on board the new buildings MS "Color Magic", and the SuperSpeed I and II will ensure further connectivity within the Color Line fleet.

"We are very satisfied with the results, our passengers are very pleased and in addition our crew are delighted, this partnership benefits Color Line in many ways" says Ove Holm, Color Line project manager.

The service enables passengers and crew on board 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, and operate 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 by 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, and 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's main shareholders are Telenor ASA, Northzone Ventures IV KS and Umland Invest Ltd.

For more information about MCP, please visit our website www.cellatsea.com

About Color Line:

The company operates seven international cruise ferry lines between ten ports in Norway, Germany, Denmark and Sweden. The Color Line fleet totals 10 ships.

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