



PRESS RELEASE

MCP TO SUPPLY CELLULAR TELEPHONE SERVICES TO FRED.OLSEN CRUISES

Grimstad/Ipswich,UK, October 12th, 2006: Maritime Communications Partner AS (MCP) has signed a contract with Fred. Olsen Cruise Lines to deliver GSM and SMS services on board its *Braemar* cruise ship. The Service will be installed on 10th October when Braemar will be making her way from Southampton to the Caribbean to begin her winter series of cruising around the islands from her base in Barbados. The service will be tested for a period of six months after which time an evaluation will take place by both Fred. Olsen and MCP. If this trial is deemed to have been successful, the service will be rolled out across the entire fleet later in the year. Currently Fred. Olsen operates four ships, Black Watch, Black Prince, Braemar and Boudicca, and will be joined by a fifth – Balmoral – in January 2008.

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, 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 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, 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.cellatsea.com

About Fred. Olsen :

The company originated in Hvitsten in Norway in 1848 when three Olsen brothers – Fredrik Christian, Petter, and Andreas – bought their first ships and began an international shipping company. Fred. Olsen Cruise Lines is now a flourishing family-operated company dedicated to preserving the time-honoured qualities of cruising at its most traditional and stylish. Currently operating a fleet of four ships, a fifth vessel will be introduced in 2008 making it one of the leading cruise lines operating from the UK. Itineraries are world wide and range from 2 nights to 107 Round the World.

For further information, please contact:

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