



## ***PRESS RELEASE***

### **MCP WINS CONTRACT TO INSTALL GSM SERVICES ONBOARD MANO MARITIME'S ROYAL IRIS**

Norway/Israel, June 13, 2007: Maritime Communications Partner AS (MCP) has signed a contract with Mano Maritime Ltd to deliver GSM and SMS services onboard the state-of-the-art, Royal Iris. Mano Maritime, based in Israel, is a leading international maritime transportation company operating both cargo and passenger cruise ships. The Royal Iris, one of Mano's two luxury cruise ships, has excellent onboard facilities and a highly professional staff to ensure passengers receive a unique cruise experience. The installation of MCP's enhanced CellAtSea™ service, planned for June 2007, will enable passengers and crew to make and receive calls and SMS using their own mobile phones and phone numbers. The newly rebuilt Royal Iris sails to a wide range of attractive destinations in the Mediterranean and Europe.

"We wish to provide our passengers with the widest range of services, therefore, we enable them to have constant communications via their mobile phones at all times, says Moshe Mano, President of Mano Maritime LTD, who adds "the Company intends to equip additional Maritime vessels operated by the company, with similar equipment in the near future."

According to Sam Netzer, International Services Manager at Partner Communication Company Ltd- Israel,"the coverage provided by MCP represents a higher level in the worldwide coverage offered by Partner to its roamers abroad. The new services onboard the cruise ship allow passengers and seamen to enjoy the use of mobile services whilst at sea without prior registration or handset rental."

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 Mano Maritime Ltd:***

The late Mordechai Mano founded Israel based Mano Maritime Ltd in the 1940s. The company, head quartered in Haifa, is now run by his son, Moshe Mano, company owner and president. Under the guidance of Moshe Mano of the Mano Holdings Group, the company has expanded into several fields including tourism and commerce, container lines, Ro-Ro lines for transporting vehicles and passenger cruise and recreation lines. Mano Maritime, Israel's leading cruise company, delivers reliable and quality service to passengers onboard the luxury cruise ships: Jasmine, Royal Iris and Iris, sailing to several exciting destinations in Northern Africa, the Mediterranean and Europe.



For further information, please contact:

Pål Bjørdal, CEO, MCP

+47 90 18 83 79 [pal.bjordal@mcpinc.biz](mailto:pal.bjordal@mcpinc.biz)

Moshe Mano, President, Mano Maritime Ltd

+972 4860 6677 [moshe@mano.co.il](mailto:moshe@mano.co.il)