



## PRESS RELEASE

### DFDS SIGNS CONTRACT WITH MCP FOR GSM SERVICES ONBOARD THE DFDS SEAWAYS' FLEET

Grimstad/Copenhagen, 6<sup>th</sup> of September 2004: Today, a contract has been signed between DFDS AS and Maritime Communications Partner AS (MCP) for provisioning of GSM services onboard 6 DFDS ferries. The service is first introduced on the Copenhagen-Oslo route onboard the "Crown of Scandinavia" and the "Pearl of Scandinavia" ferries, and will soon be available fleet-wide.

The onboard GSM service enables passengers and crew to place and receive calls and SMS using their own mobile phones and phone numbers while in open waters, and even within some national waters. MCP provides the mobile services via roaming agreements between MCP and the passengers' home operators.

"Today, our customers are expecting full connectivity in terms of both telephony and internet accesses, even when travelling at open seas. The agreement with MCP is an important step in this direction", says DFDS IT-Director Gert Møller.

Trygve Sten Gustavsen, CEO of MCP, states that this is another milestone achieved: "We are very pleased with this contract, and are looking forward to start the partnership with DFDS, which is one of the major European ferry operators. This is an important step forward on our way to achieve world wide coverage for mobile and value added services specialized for the world's cruise and ferry operators."

MCP is focusing on the 'last frontiers' in mobile communications, and provides seamless connectivity via personal mobile phones to both passengers and crew onboard cruise-ships, ferries and other vessels around the world.

MCP combines unique technology and service solutions with a fully recognised international operatorship, handling all legal and regulatory challenges. Through partnership with MCP, the ship-owners benefit through providing a service in demand to their passengers, and thus enhancing their own competitiveness.

For the passengers, the mobile services are transparent, readily available on their own personal mobile phone, and will 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. The customers are charged by their home operator by normal invoicing routines.

MCP is an international, Norwegian based, mobile operator. The main share holders are Telenor ASA, Northzone Ventures IV KS, and Uglund Invest Ltd.

[www.mcpinc.biz](http://www.mcpinc.biz)

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