



## **PRESS RELEASE**

### **MCP PROVIDES CELLULAR CONNECTIVITY TO THE ENDS OF THE EARTH**

Grimstad/ Narvik, 18 August 2005: A contract has been signed between Ofotens og Vesteraalens Dampskibsselskab ASA (OVDS) and Maritime Communications Partner AS (MCP) for provisioning of GSM services onboard OVDS' cruise ships. The service will be introduced onboard the MS NORDNORGE and the MS NORDKAPP, and will be ready for their explorer cruise starting September 2005 to the Antarctic, one of the most remote and isolated areas of the world.

*"This partnership will enhance both passenger and crew experience while onboard, bringing a valuable service and a profitable business"* says Ernst Furnes, OVDS IT- Manager.

MCP is focusing on the 'last frontiers' in mobile communications. The 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. Even those, going to areas that hold 90% of the earth's ice, can still enjoy being in contact with the civilization on land.

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 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 share holders are Telenor ASA, Northzone Ventures IV KS and Ugland Invest Ltd.

For more information about MCP, please visit our website [www.mcpinc.biz](http://www.mcpinc.biz)

#### **About OVDS ASA:**

OVDS ASA is one of Norway's largest domestic shipping companies, the operation of Hurtigruten coastal express is one of its main activities.

The company has 1500 employees and an annual turnover of 1.7 billion NOK. The main office is situated in Narvik, Northern Norway, but the Hurtigruten voyages are being marketed and sold all over the world.

With Hurtigruten at the hub of its travel and tourism business, OVDS ASA also operates hotels and travel agencies, passenger and goods transport, ferries, express boats, buses and goods vehicles, and is an integrated transport and transport services company. The latest activity of OVDS ASA is called Voyage of Discovery and offers explorer cruises to Chile and the Antarctic.

For further information, please contact:

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