

PRESS RELEASE



iBAHN partners with largest luxury resort in Egypt to deliver digital entertainment and secure high-speed internet services

(London June 16, 2010) – The Egyptian Resorts Company (ERC) has chosen iBAHN, the worldwide leader in digital entertainment and internet solutions for the hospitality and meeting industries, as long-term partner to provide highest-quality digital services for its spectacular Red Sea Resort.

iBAHN was chosen for its superior technology, unrivalled support services and regional expertise. It will work closely with ERC on the installation of a fully converged entertainment with wired and wireless High Speed Internet Access (HSIA) service in the luxurious Sahl Hasheesh International Resort Community, which is destined to be the largest of its kind in the world.

The resort will be equipped with a state-of-the-art IPTV solution and HSIA over fibre. iBAHN's ETVi delivers digital services that combine digital TV entertainment with superb HD picture quality – vastly superior to analogue systems - on widescreen displays, and secure high-speed internet services.

Using ETVi, the resort's multiple hospitality outlets will be able to totally integrate guest services with entertainment packages, offering multiple revenue streams and improved guest satisfaction from the ease of use of the system and greater choice of high quality entertainment.

The first installation will be at the five-star Pyramisa Sahl Hasheesh Hotel, initially high-speed internet access and wireless connectivity in the common areas with further developments to be rolled out over the next year.

Sahl Hasheesh International Resort Community is an all sea-view location just 18 kilometres south of Hurghada International Airport and plans to become the number one tourist destination on the Red Sea. With its luxurious sandy beaches, the year-round location boasts warm weather and calm waters – perfect for swimming or diving offshore or in a famous dive site, Hasheesh Island.

Mohamed Kamel, Chief Executive Officer of ERC says: "We are very happy to offer top entertainment technology and content to our developers in Sahl Hasheesh International Resort City through iBAHN, the leader in hotel entertainment systems worldwide."

David Tully, Chief Communication & Technology Officer at ERC adds: "Sahl Hasheesh is thrilled to partner with iBAHN, as it offers superior technical systems and reliable 24 hour support. This is the highest quality system we've found and we believe iBAHN will complement our fully integrated services at Sahl Hasheesh."

Graeme Powell, Managing Director EMEA, iBAHN, comments: "Working in partnership with ERC on the biggest tourism project yet undertaken in the region confirms iBAHN's global reputation for ability to create exceptional information and entertainment experiences for the world's travellers. This will enable our partners in the ERC development to leverage our abilities to drive both guest satisfaction and repeat business. iBAHN's global



presence means we can provide 24-hour Arabic language support in addition to other languages including Mandarin and Cantonese, with Korean and Japanese to be added soon.”

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About ERC and the Sahl Hasheesh International Resort Community

ERC is a share holding company listed on the Egyptian Stock Exchange and owns exclusive development rights to Sahl Hasheesh. ERC is the master developer providing the utilities and other ‘public’ infrastructure. Investors or sub-developers develop the plots in accordance with the overall master plan, plot specific design guidelines, and approvals issued by ERC and the Tourism Development Authority (TDA). The master plan is predominately ‘tourism’ based, with infrastructure, services and amenities designed to meet the needs of forecasted population for the project, including tourists, residents and staff. The Sahl Hasheesh site is located on the Red Sea coast 18 km south of Hurghada International Airport, and encompasses a land area of 41 million square metres. The resort promises to combine the rich history of Egypt with world-class establishments, including global shopping brands and restaurants, as well as upscale hotels, rental apartments and elite residential estates. Created with the aim of redefining luxury design and development in Egypt, Sahl Hasheesh will include amenities found in the world’s best international resort communities. Hotels currently operating in the resort include the Pyramisa Hotel, Palm Beach, Premier Le Reve, and the Old Palace, which is being renovated into the Marriott at Sahl Hasheesh. Hotel and residential developments under construction include: Little Buddha, Andalusia, Serenity, Pharonic Village, Paradise Gardens, Veranda, Azzurra, Baron Palace, Ocean Breeze, Zoser, among others. The Sahl Hasheesh Bay coastline is approximately 11 kilometres in length. The topography is characterised by a gradual rise in elevation from the Red Sea to the west, reaching heights of up to 120 metres above sea level for land near the western boundary of the site. The land is to be developed in phases: Phases 1 & 2 are currently under construction and have a combined area of 12 million square metres. The future Phase 3 has an approved area of 20 million square metres, with an option to include an additional 8 million square metres.

About iBAHN

The company is the only global provider of digital information/entertainment and Internet solutions for the hospitality and meeting industries. Monthly, more than 1.8 million travelers and meeting attendees rely on iBAHN to increase productivity with secure high-speed Internet access options in nearly 3,000 hotels, conference centres and meeting spaces in 41 countries worldwide. iBAHN’s digital entertainment and information services feature leading programming in the Americas, Europe, Asia, Australia and India. Operating one of the largest MPLS networks in the industry, the company provides technology solutions to more than 50,000 events annually, ranging from small group meetings to major industry conferences, while serving more than 40% of Fortune 100 corporations. For more information, please visit www.ibahn.com.

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