

PRESS RELEASE

iBAHN Introduces IPTV and Digital Communications for Leading Hoteliers in Egypt and the Near East

Cairo, Egypt - (October 9, 2008) – iBAHN, the worldwide leader in digital entertainment and Internet solutions for the hospitality and meeting industries, today announced the opening of its new operations in Cairo, Egypt. This new office is responsible for introducing a revolutionary IPTV and digital entertainment solution for hoteliers in Egypt, Near East and North Africa (ENENA) region.

The new office opening follows iBAHN's acquisition of Menacom, the largest provider of digital Internet services to hoteliers in Egypt, earlier this year and will complement iBAHN's Dubai office. The expansion positions the company as a true global digital convergence provider to hotels in the Americas, Asia, Europe, Middle and Near East, and Africa. iBAHN currently works with many of its existing international hotel partners in the ENENA region including Hilton, Hyatt, Sol Melia, Steigenberger, Iberotel and Solymar hotels.

iBAHN ENENA is currently installing the first guest digital video system in the Egypt and Near East region in a leading five star hotel in Egypt. The system is expected to be made active for guests on November 15th. It will feature digital international broadcast channels as well as favourite local programming.

"We are honoured to be invited by quality hoteliers across Egypt, the Near East and North Africa (ENENA) to partner with them," notes Graeme Powell, Managing Director - EMEA. "We share their excitement about our innovative IPTV digital entertainment solutions which help hoteliers generate more revenue and higher guest satisfaction. Also, we are making significant investments in the people and facilities of our Cairo centre of excellence in order to serve the entire region."

With more than 27,000 rooms in the region already featuring iBAHN's secure connectivity and digital in-room entertainment solutions, the company has grown significantly in the last twelve months. iBAHN's focus is to develop the region into a fully fledged hub with a network of 24/7 support and expertise provided centrally through the Cairo office, with the centralised call centre in Egypt providing support to other regions in the near future.

With iBAHN's entry into the market, hotel partners in the region can now benefit from iBAHN's complete digital convergence product and service portfolio, including its ETVi digital entertainment

solution that offers a fully converged data, voice and digital entertainment package on its proprietary converged network.

“The launch of iBAHN’s new operations in Egypt marks an exciting new chapter in the company’s continuing worldwide expansion,” said Nour Bardai, CEO & Vice Chairman of iBAHN, ENENA. “Through our head office in Cairo, staffed with an already established team of local talent, iBAHN ENENA will provide full remote and onsite support to the entire region, to make sure guests enjoy a seamless, high quality entertainment and connectivity experience. In the near future, we plan to expand further with offices into other key markets in the region.”

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About iBAHN

iBAHN is the only global provider of digital entertainment and Internet solutions for the hospitality and meeting industries. Monthly, more than 1.7 million travellers and meeting attendees rely on iBAHN to increase productivity with secure high-speed Internet access options in more than 2,200 hotels, conference centres and meeting spaces in 28 countries worldwide. iBAHN’s digital entertainment offering, ETVi, offers hotel guests leading digital video and entertainment services. 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 a third of Fortune 100 corporations. For more information, please visit www.ibahn.com or www.ibahnemea.com

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