

PRESS RELEASE

Vodafone will continue to outpace Telefonica and T-Mobile when it comes to Average Revenue per User in the competitive Czech Republic Mobile operator space, according to new mobile operator market research report by IEMR

Vancouver, October 16, 2008 – IE Market Research Corp. (IEMR), the Canadian-based provider of market intelligence services, announced today the release of its 4Q08 Czech Mobile Operator Forecast.

“The 4Q08 Mobile Operator Forecasts demonstrate IEMR’s capability to gather information from a variety of global resources and model it into accurate and timely forecasts for our clients,” said Nizar Assanie, Vice President of Research at IEMR. “Clients will find the information easily accessible, comprehensive, and exceptionally relevant to enable them to make sound business and investment decisions about mobile operators and vendors strategies”.

IEMR’s Czech Mobile Operator Forecast covers up to 65 financial and operational metrics on three wireless operators. Notable highlights of the 4Q08 Czech Mobile Operator Forecast include:

- The wireless penetration level in the Czech Republic will continue to increase and it will reach 131.4% in 2010.
- Our model predicts a relatively competitive scenario in the Czech market. Market shares in the Czech market will remain fairly stable over the next few years with Telefonica O2 CZ, T-Mobile, and Vodafone registering market shares of 39.4%, 40.3% and 20.3% respectively.
- All the three operators will continue to have similar monthly churn rates in the range of 1.3% - 1.6%.
- We forecast that Vodafone will continue to receive the highest ARPU in Czech. Its ARPU will reach CZK 597.83 in 2010 while ARPU at Telefonica O2 CZ and T-Mobile will receive CZK 498.72 and CZK 473.46, respectively.

IEMR’s Global Mobile Operator Forecast covers up to 65 operational metrics of 213 mobile operators in 50+ countries, making up 80% of the world’s population. Forecasts are based on our proprietary, country-specific forecasting models. These models deploy multiple regression analysis and cross-impact matrices that estimate relationships between subscriber data, technology use and deployment data, overall economic and demographic changes expected in a particular country; and relate these to company operational and financial metrics.

Companies Covered in this Country Mobile Operator Forecast

Telefonica O2 CZ

T-Mobile

Vodafone

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* Not available for this country forecast

** Available only for Telefonica O2 CZ

For more information, visit

<http://www.iemarketresearch.com/Members/Reports/ViewReportDetail.aspx?RID=634&flag=1>
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About IE Market Research Corp.:

IE Market Research Corp. ("IEMR") is a market intelligence and business strategy consulting firm. Our goal is to assist our clients build value and compete in international markets. We build value in four sectors: wireless telecommunications, health care, finance, and government. We build value for our clients by undertaking international brand perception surveys, consumer satisfaction surveys, distributor/channel partner selection and due diligence, market size and opportunity assessments, competitor strategy assessments, government regulatory analysis, and public opinion surveys.

We offer a variety of research products including **CONSUMEREADY™** and **EXPORTREADY™**. **CONSUMEREADY™** provides detailed demographic information on brand strengths and marketing strategies that are crucial to know when competing in international markets. **EXPORTREADY™** is based on our on-going business strategy research that allows us to establish strengths and weaknesses of firms in a wide variety of areas, ranging from intellectual property portfolios to strengths of marketing strategies to quality of engineering. These results are highlighted in our **EXPORTREADY™** publications and form a valuable tool for firms wanting to strategize their market entry options in international markets.

Our corporate values are: Top-Quality Service to Clients, Commitment to see the Client Succeed, Excellence and Integrity in Research, Transparency and Respect toward our Employees. These core values drive all of our research and every client engagement.

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