

PRESS RELEASE

Pannon (Telenor) continues to outperform its competitors in Hungary's Mobile Operator Space, according to new report from 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 Hungary 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 Hungary Mobile Operator Forecast covers up to 65 financial and operational metrics on three wireless operators. Notable highlights of the 4Q08 Hungary Mobile Operator Forecast include:

- Total subscribers in Hungary will increase from our projected 11.8 million in 2008 (previously forecasted at 11.5 million) to our forecasted 12.972 million in 2010 (previously forecasted at 12.6 million in 2010). We estimate that wireless penetration levels in Hungary will increase from 117.3% to 129.8% over the forecast period of 2008 – 2010.
- Market shares of major operators will remain roughly the same over the next several years in Hungary. T-Mobile, Pannon (Telenor), and Vodafone will continue to have approximately 44%, 35%, and 21% of total subscribers in the country.
- Our model is showing that the three operators will continue to see similar ARPU levels. The ARPU levels in Hungary are generally increasing, and they will be in the range of US\$ 29 – US\$ 31 across operators in 2010.

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

T-Mobile

Pannon (Telenor)

Vodafone

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* Not available for this country forecast

** Available only for CY04 – CY07

*** Available only for T-Mobile

**** Available only for T-Mobile and Pannon (Telenor)

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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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