

PRESS RELEASE

Celcom to lose market share to Maxis and DiGi.com in Malaysia's wireless 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 Malaysia 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 Malaysia Mobile Operator Forecast covers up to 65 financial and operational metrics on the three wireless operators in the country. Notable highlights of the 4Q08 Malaysia Mobile Operator Forecast include:

- The wireless penetration level in Malaysia will continue to increase and will reach 96.5% in 2010. The number of subscribers in Malaysia will increase from our projected 24.9 million in 2008 to our forecasted 28.0 million in 2010.
- The level of market concentration in Malaysia, as measured by the HHI index, will stay the same over the next several years. However, we expect that Celcom will be losing its market share to Maxis and DiGi.Com. We forecast that Celcom's market share will drop from 30.2% to 28.4% while that of DiGi.Com will increase from 28.6% to 29.8% over the forecast period from 2008 to 2010.
- The ARPU levels have stabilized in Malaysia. Our model predicts that, in 2010, Maxis will receive the highest ARPU of MYR 69.79 per month while DiGi.Com will receive the lowest ARPU in the country at MYR 60.82 per month.

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
Maxis
Celcom
DiGi.Com

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* Available only for CY04 – CY06

** Available only for Maxis and DiGi.Com

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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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