

## PRESS RELEASE

### **Subscriber growth at TCNZ has stabilized resulting in stable subscriber market share over 2008 - 2010, according to new New Zealand 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 New Zealand 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 New Zealand Mobile Operator Forecast covers up to 65 financial and operational metrics on two wireless operators. Notable highlights of the 4Q08 New Zealand Mobile Operator Forecast include:

- We have increased our subscriber growth forecasts for New Zealand. We expect that the wireless penetration rate will increase from our projected 110.9% in 2008 (previously 106.1% in 2008) to a forecasted 118.5% in 2010 (previously at 107.4% in 2010).
- Figures from the last couple of quarters show that subscriber growth at TCNZ has stabilized. We are now forecasting that the market share (by subscribers) of TCNZ will remain stable and increase slightly from 47.5% in 2008 to 47.7% in 2010 while that of Vodafone will decrease from 52.5% to 52.3%.
- We are forecasting that Vodafone will be getting higher ARPU and EBITDA margin than TCNZ in 2010. While TCNZ will have ARPU of NZD 31.41 and 41.3% EBITDA margin, Vodafone will see APRUs of NZD 40.25 and 41.9% EBITDA margins.

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  
TCNZ  
Vodafone

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\* Not available for this country forecast

For more information, visit our website at:

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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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