

## PRESS RELEASE

### **PTC, Polkomtel, and PTK Centertel continue their neck-to-neck race in Poland's 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 Poland 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 Poland Mobile Operator Forecast covers up to 65 financial and operational metrics on three wireless operators. Notable highlights of the 4Q08 Poland Mobile Operator Forecast include:

- We predict that the number of total subscribers in Poland will increase from 44.6 million in 2008 to 49.4 million in 2010. This translates to an increase in the wireless penetration rate from 117.5% to 130.5% over this period.
- PTC, Polkomtel and PTK Centertel will continue to have similar market shares in the range of 30% - 34% each over the forecast period of 2008 - 2010. We are now predicting that Play (Novator) will hit a market share wall with its market share rising only slightly from 4.1% in 2008 to 5.0% in 2010.
- In 2010, the average EBITDA margin will be 33.2% (we were previously forecasting 34.3%), and the average ARPU will be US\$ 21.39 per month in Poland. Our forecasting models are not showing any notable difference between the three operators concerning EBITDA margins and ARPU.

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  
PTC (T-Mobile)  
Polkomtel  
PTK Centertel (TP SA)

Play (Novator) (Only “Number of subscribers”, “Subscriber growth”, “Net subscriber adds”, “YoY growth”, “Monthly churn”, “Gross additions”, “Gross additions growth”, “ARPU”, “ARPU growth”, “Data % of service revenues”, “Monthly data ARPU”, “Monthly voice ARPU”, “Share of total subscribers”, “Share of net adds”, “Share of service revenue”, “Service revenue” and “Service revenue growth” are available for this operator.)

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\* Not available for this country forecast

\*\* Available only for CY04 – CY07

\*\*\* Available only for PTK Centertel

\*\*\*\* Available only for Polkomtel and PTK Centertel

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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