



TE Data Builds on Interactive TV presence ART Service Allows Subscribers to View Ramadan Series at the Customers' Convenience

Cairo, 1st September, 2009: TE Data, a subsidiary of Telecom Egypt (TE) (Ticker: ETEL.CA; TEEG.LN), announced that it is collaborating with Arab Radio and Television (ART) on a launch of a new service which enables TE Data customers to view Ramadan Series at their convenience, via Video-on-demand.

The service builds on TE Data's presence in Interactive TV and messaging, building on its recent partnership with Microsoft, TE Live.

"Today's announcement again demonstrates why TE Data is leading the market. Our ability to provide next-generation application services which require high-quality, broadband capacities combined with the vision to create customized content services is compelling." said Ahmed Ossama, TE Data's Managing Director.

The site is designed so that a customer can reach the episode/series they desire easily. The service will cover eighteen series broadcast in Ramadan. Eng. Ossama Soleiman of TE Data mentioned that downloading the daily episode of any series does not take more than 40 minutes at 512 KB speed, and almost 20 minutes at 1 MB speed. Corporate customers may enjoy the new service by visit www.telive.net.

TE Data was the first company in Egypt and the Middle East to provide video-on-demand and interactive TV over the Internet, launching IPTV three years ago, during the World Cup in June 2006. It re-launched the service through TE-VU site so that TE Data would maintain its status as the first and only ISP to provide TV services online.

TE Data customers can now use the new services for free in Arabic or English via TE Data website.

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For further information:

Ahmed Fathallah
Director of Investment & IR
Tel: +202 3131 6699
Fax: +202 3131 6115

E-mail: investor.relations@telecomegypt.com.eg

Corporate Communications Plus

Lamia Kamel
Managing Director
Tel: +201 0101 0551

E-mail: lamiakamel@cc-plus.com

Mohamed Kamal
Internal Reporting & Investor Relations Manager
Tel: +202 3131 5219
Fax: +202 3131 6116

Heba Alsayed
Accounts Manager
Tel: +201 2762 2818

Notes to Editors:

Within this statement, we may make forward-looking statements regarding future events or the future performance of the Company. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and risks exist that the predictions, forecasts, projections and other forward-looking statements will not be achieved. You should be aware that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements. When relying on forward-looking statements, you should carefully consider the political, economic, social and legal environment in which Telecom Egypt operates. Such forward-looking statements speak only as of the time of this release today. Accordingly, Telecom Egypt does not undertake any obligation to update or revise any of them, whether as a result of new information, future events or otherwise other than as required by applicable laws, the Listing Rules or Prospectus Rules of the United Kingdom Listing Authority, the Egyptian Capital Markets Authority or the Cairo and Alexandria Stock Exchange. The documents filed from time to time with these authorities may identify important factors that could cause actual results to differ materially from those contained in any forward-looking statements.

About Telecom Egypt

Telecom Egypt (TE), Egypt's incumbent telecommunications operator, started its operations in 1854 with the first telegraph line in Egypt. Then it was corporatized in 1998 to replace the former Arab Republic of Egypt National Telecommunication Organization (ARENTO). The Company is the largest provider of fixed-line services in the Middle East and Africa with 9.8 million subscribers as at 30 June 2009.

TE provides retail telecommunication services including access, local, long distance and international voice, Internet and data, and other services. The company also provides wholesale services including bandwidth capacity leasing to ISPs, and national and international interconnection services. Telecom Egypt's services also include the provision of narrowband and broadband internet access through its subsidiary TE Data. TE Data has active operations in Egypt and Jordan.

TE currently participates in the mobile segment in Egypt by providing mobile interconnectivity through its current, increased 44.95% holding in Vodafone Egypt, one of the three existing Egyptian mobile operators. TE's shares and GDRs (Ticker: ETEL.CA; TEEG.LN) are traded on the Egyptian Stock Exchange and the London Stock Exchange.

About TE Data

TE Data is Egypt's largest Internet and data transfer service provider. TE Data S.A.E. was established in late 2001 by Telecom Egypt, which owns 95.04% of TE Data shares, to act as its data communications and Internet subsidiary.

TE Data was awarded a Class A license, from Egypt's National Telecommunications Regulatory Authority (NTRA), which allows TE Data to build its own national network, and operate its international data gateway.

TE Data stands ready to design, test, deploy, and manage IP- based network solutions. TE Data takes pride in serving both the home-based customers and various business sectors with the same vigor and dedication.

TE Data's market share has reached 60% and own 70% of the Internet capacity in Egypt, which is the largest international Internet capacity in Egypt and the Middle East.

Furthermore, established TE Data Jordan licensed by the Telecommunication Regulatory Commission in Jordan on July 2004, which, for the last four years, has succeeded in providing various and outstanding services to its customers in Jordan.

About ART

Arab Radio & Television Network (ART) is a wholly owned subsidiary of "Dallah Al-Baraka Group". ART was formed in October 1993 with the objective of creating and transmitting high Arabic television content to satisfy the needs and interests of millions of Arabic and Muslim families around the globe. ART provides an extensive array of family entertainment containing all genres of programs, Arabic & Western movies, music, premium sports, news, and entertainment.