



Under the Auspices of Minister of Communication and Information Technology

Nokia, Etisalat and TIEC Honor Bilmasry Winners

Cairo — October 31, 2010

Nokia, Etisalat and Technology Innovation & Entrepreneurship Center (TIEC) today announced the mobile applications that have won in Bilmasry, a contest designed to encourage local development of Arabic content for Nokia mobile phones.

The competition was launched in March, under the auspices of Egyptian Minister of Communication and Information Technology, Dr. Tarek Kamel, in cooperation with Nokia and Etisalat. It has placed mobile application and web developers face to face with a challenge to introduce applications and contents suitable for the Egyptian marketplace. Due to the enormous response from participants, and to enable maximum participation, the partners extended the contest deadline to September.

After evaluating all contributions, the top 10 applications were selected by a jury of representatives of TIEC, Information Technology Industry Development Agency (ITIDA), Nokia, and Etisalat. The award-winning applications were; Harb October (October War), Virtual Business, Horouf wa Kalimat (Letters and Words), Medica, Best Matching Colors, Lobat Al Sega Al Masriya (Egyptian SEGA Game), Korombo., Tell Me Why, Nizam, FollowB.

Egyptian developer Wael Zanaty from Good News 4Me, was granted the grand prize of \$30,000 for the application "Harb October," a war game inspired from the battles of 6th October. Also awarded was Adham Shehaby with \$15,000 as second place winner for the application "Horouf wa Kalimat," one of the first word puzzle game available in Arabic. Third winner Ahmed Karajy, was awarded the \$5000 prize for his application "Medica," an application that tackles one of the major challenges to the effective delivery of healthcare: "Medication non-compliance". Medica helps tackle this health problem by tailoring a solution by providing a medication reminder and prescription manager.

General Manager of Nokia North Africa, Mathia Nalappan commented, "We are very excited to see the level of interest that this competition has generated since we announced it in March, demonstrating to us the great potential that this region holds in application and content development. The fact that this competition focused on Egypt and Arabic content certainly energized developers here to take part. I think we have created great momentum and we need to maintain it together. "The contest and the applications we received make us proud of Arab developers and ideas introduced." Nalappan continued, "Congratulations to the winners, for their innovative ideas that are sure to grab the attention of Nokia users in Egypt, the Middle East and across the world."

For his part, Etisalat Egypt's Chief Commercial Officer (CCO), Hazem Metwally, expressed his joy the challenge that has been made to Egyptian developers and the results of the final competition among applications. He stressed that his company will spare no effort to

participate in such contests, which reflect its commitment to have more access to Egypt's customers and local communities, reaffirming Etisalat's great interest in developing the software industry and mobile applications through encouraging young people to innovate.

In this regard, Dr. Tarek Al-Saadani, TIEC CEO, stressed that the partnership with the private sector is the method of work pursued by the center to maximize the results of any projects or initiatives in the interest of Egyptian IT sector and to allow access to the target segments. He expressed his belief that the competition was an opportunity for developers on the one hand to advance their work and motivate them to continue in this area, and, on the other hand, an opportunity for the partners as it helped them to contribute to enriching the content and enabled them to be acquainted with young developers. He added that the winners to whom the rules and requirements of the Technology Incubation Program are applied will be incubated in the program and will enjoy its benefits.

For more information about Nokia's contest "Nokia Calling for All Innovators — Bilmasry", visit <http://www.callingallinnovators.com/bilmasry>

- End -

About Nokia

Embodying its slogan "Connecting People", Nokia provides users with high-tech solutions and specialized services to keep them in contact with what interests them. More than 1.2 billion around the world communicate via Nokia devices, including mobile phones, smartphones, and high-performance handheld phones. Today, the world's leading mobile phone supplier equips its devices with innovative services through Ovi (www.ovi.com), a brand that offers music, maps, applications, email, and other Internet services. Nokia's NAVTEQ is No.1 among Geographic Information Systems (GIS), and Nokia Siemens Networks offer equipment, services, and solutions for telecommunication networks worldwide.

www.nokia.com

About Etisalat

Etisalat Egypt is one of 18 companies of Etisalat world group in the Middle East, Asia and Africa. Etisalat is based in the UAE, and it ranked 140 in the classification of Financial Times for the largest 500 companies in the world in terms of market size and capital. Etisalat operates in markets whose population exceeds 1.9 billion people, providing services to more than 110 million customers in these countries. It employs the best technologies in the fields of telephony, internet, mobile phones, data services, in addition to different direct and indirect telecommunication services.

Since its inception in 2007, the company has made many achievements and successes and started to lead the Egyptian mobile market to providing better products, services and offers as well as higher value-added. The company used the latest technology in building its network, which is one of the best networks in the region, providing best coverage for advanced third-generation technology 3.75G in the Egyptian market.

www.etisalat.com.eg

About Nokia Forum

www.forum.nokia.com

For Media Inquiries Nokia Market Communications, North Africa Email: dana.adnani@nokia.com	TIEC Mohamed Mohsen Email: mmohsen@TIEC.gov.eg	Promax Egypt Ahmed Abdel-Aleem Email: ahmeda.aleem@promax-pr.com
---	---	--