

Malaysia's Best Telecommunications Players Recognised

~ 13 Companies Named Malaysia's Best at the 2009 Frost & Sullivan Malaysia Telecoms Awards ~

Kuala Lumpur, Malaysia, May 5, 2009 - Saluting the nation's finest telecommunications companies, *Frost & Sullivan* today hosted the annual **Frost & Sullivan Malaysia Telecoms Awards**. Held for the fifth consecutive year, the awards seek to recognise companies that have pushed the boundaries of excellence - rising above the competition and demonstrating outstanding performance in the telecommunications industry in Malaysia for the base year 2008.

Congratulating the recipients on their achievement, Nitin Bhat, senior vice-president for the ICT sector at *Frost & Sullivan*, said "The award recipients overcame the challenges of an increasingly saturated market in Malaysia by a combination of innovation, product or service portfolio diversity, focus on the customer and demonstration of a credible and exciting roadmap."

In what was a much-awaited day for the telecommunications industry in the peninsula, 18 prestigious titles were conferred at the 2009 *Frost & Sullivan* Malaysia Telecoms Awards banquet. The awards, attended by over 200 guests and industry leaders, proved to be an evening that brought Malaysia's telecom stars and most prominent personalities in the telecommunications sector together.

Dato' Zamzamzairani Mohd. Isa, group CEO, Telekom Malaysia; Jasmine Lee Sze Inn, CEO, MNC Wireless; Dato' Sri Shazalli Ramly, CEO, Celcom; Anne Abraham, managing director, Cisco Systems; T. Kugan, senior general manager, head of product development, infotainment services, Maxis Communications; Celine Chan, CRM account director, Symphony BPO Solutions, Victor Wang, Asia Pacific president, Huawei Technologies and K. C. Hong, managing director, ASEAN, Genesys Labs were amongst those present at the banquet to receive their coveted titles.

Also present were representatives from Multimedia Development Corporation (MDeC), Qualcomm, Oracle Corporation, Nokia Siemens Network, Motorola and M3 Technologies and many more industry luminaries.

The deserving recipients were selected following a meticulous process in which a team of *Frost & Sullivan* leading analysts short-listed, researched and evaluated the top contenders in each category, applying the same thorough approach that is a hallmark of *Frost & Sullivan* analysis globally.

The findings of the detailed evaluation were then presented to an independent panel of judges comprising influential decision makers from the telecommunications sector, industry leaders and the media, who have themselves pushed the boundaries of innovation and corporate excellence, to determine the recipients in each category.

The line-up of judges includes senior representatives from *Frost & Sullivan*, Telekom Malaysia Berhad, Packet One Networks, REDtone Telecommunications, Business Today, Malaysian Communications and Multimedia Commission (MCMC), Ericsson, Motorola, Alcatel-Lucent, Nortel Networks, AXIATA Group, Huawei Technologies, Nokia Siemens Networks and Cisco Systems.

The contenders were evaluated based on a variety of actual market performance indicators which include revenue growth; market share and growth in market share; leadership in product innovation; breadth of products and solutions; major customer acquisitions; subscriber base and growth in subscriber base; ARPU (average revenue per user) and growth in ARPU; data strategy; and next generation service strategy.

Benchmarked against the highest standards of measurement criteria, the recipients of these awards indeed represent the best-in-class.

**~ Frost & Sullivan congratulates all the outstanding recipients of the
2009 Frost & Sullivan Malaysia Telecoms Awards~**

| Category / Title | Recipient |
|---|---|
| Vendors | |
| Contact Center Applications Vendor of the Year | Genesys Telecommunications Laboratories |
| Enterprise Telephony Vendor of the Year | Nortel Networks |
| Network Security Vendor of the Year | Cisco Systems |
| Wireline Telecoms Equipment Vendor of the Year | Huawei Technologies |
| Wireless Telecoms Equipment Vendor of the Year | Huawei Technologies |
| Most Promising Malaysian ICT Vendor of the Year | Stanton Technologies |
| Service Providers | |
| BPO Service Provider of the Year | Symphony BPO Solutions |
| Contact Center Service Provider of the Year | Symphony BPO Solutions |
| Managed Security Service Provider of the Year | e-Cop Surveillance |
| Managed Service Provider of the Year | VADS |
| Mobile Content Developer of the Year | MNC Wireless |
| Mobile Data Service Provider of the Year | Maxis Communications |
| Mobile Service Provider of the Year | Celcom |
| Data Communications Service Provider of the Year | Telekom Malaysia |
| Alternative Voice Service Provider of the Year | REDtone Telecommunications |
| Broadband Service Provider of the Year | Telekom Malaysia |
| Most Promising Innovative Application/Product of the Year | MNC Wireless |
| Service Provider of the Year | Celcom |

Diamond sponsor for the awards banquet is Nokia Siemens Network while Qualcomm is the gold sponsor. Business Today, MobileIN, Strategic Path Asia and ZDNet Asia are the media partners and PR Newswire is the official newswire for the awards.

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About the Frost & Sullivan Malaysia Telecoms Awards

The *Frost & Sullivan* Malaysia Telecoms Awards is held annually to recognize outstanding performance and industry achievements by companies in the field of telecommunications, and information and communications technology (ICT) in Malaysia. The awards are presented to companies that demonstrate best practices in their industry, commending the diligence, commitment, and innovative business strategies required to advance in the global marketplace. Benchmarked against the highest standards of measurement criteria, the recipients of these awards indeed represent the best-in-class in Malaysia. For more information on the awards, research and judging process, and past recipients, please visit www.telecomsawards.com.my

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. *Frost & Sullivan* leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit: www.frost.com

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