

PREPAY NATION LAUNCHES INTERNATIONAL TOPUP FOR UFONE

“Ufone Airtime Recharge now available to the Pakistani Diaspora internationally via Prepay Nation’s platform with strategic focus on the North American and Middle Eastern Prepaid Markets.”

Kansas City, Abu Dhabi, & Islamabad, Pakistan – July 15th, 2010 – Prepay Nation and Ufone, today announced a global partnership encompassing the sales of Ufone airtime on Prepay Nation’s platform. This innovative service will benefit the Pakistanis residing abroad and their families in Pakistan by enabling them to make the pre-payments for their Ufone mobile bills from international retail locations. This service not only assists the significant Pakistani Diaspora but will also benefit international organizations who have employees working overseas in Pakistan.

There is a significant Pakistani Diaspora residing outside of Pakistan, estimated to be approximately a population of 7 million, with highest concentrations in the United Kingdom, Middle East, and North America. Last year (2009) the Diaspora remitted approximately USD \$8 Billion into Pakistan from around the world and was captured in the form of periodic remittances by the workers abroad to their families back home.

“This is a considerable opportunity for our distribution partners with points of sale in key Pakistani Diaspora communities to generate additional revenues while helping patrons stay connected with their friends and family back home” said Jessica Bishop, Vice President of Prepay Nation. “We are delighted to supplement Ufone’s retail foot print across international boundaries,” said Bishop.

Mr. Taimur Faiz Cheema Head of Value Added Services, Ufone said “Ufone takes pride that we work closely with the world’s very best business Partners to provide mobile airtime on international level. Our partnership with Prepay Nation will further our commitment to bring increased convenience and better value to our subscribers.”

Prepay Nation has favorable capacities, and is well positioned for ever evolving success, “said Mr. Cheema “The launch of Ufone airtime recharge on Prepay Nation’s platform will bring additional distribution points for Ufone while creating value for the customers of both companies.

“Prepay Nation is positioned to expand significantly in the Middle East, and this announcement is consistent with our growth initiatives in the region” said Amit Kumar, head of MENA region for Prepay Nation. “We can use our unique proposition and technical capabilities to establish profitable relationships across a number of distribution channels.”

The option to recharge a Ufone prepaid account is available forthwith to all of Prepay Nation’s merchants and distribution partners across North America and the Middle East.

About Prepay Nation:

Prepay Nation is a fast growth company in the prepaid wireless industry. Prepay Nation offers a variety of prepaid wireless products and services for retailers in the most efficient manner from the carriers and providers. Prepay Nations' solid relationships with the carriers, expertise in prepaid wireless distribution and Information Technology distinguish the company from its competitors—Prepay Nation offers the best quality packages to retailers. Managed by highly experienced professional, the firm's IT enabled processes keep the logistic cost low, thereby providing the highest margins to retailers and better values to the subscribers. For more information please visit www.prepaynation.com

About Ufone:

Ufone is an Etisalat Group Company with its presence in all the major cities of Pakistan along with a comprehensive coverage across all major towns, villages and tehsil headquarters of the country. The company employs more than 3,850 people and operates with a network of more than 375 franchises and 26 company-owned customer service centers along with a distribution network of 150,000 outlets nationwide. More information about Ufone is available at www.ufone.com