



PRESS RELEASE

Etisalat the Official Telecommunication Sponsor for Sri Lankan Airlines Pro Surfing competition 2011.

As Arugam Bay prepares for the influx of global surfers and surf fans alike, flooding in to enjoy the festivities of the 2nd Annual Sri Lankan Airlines Pro Surfing Competition. Etisalat is gearing up to extend their support as the Official Telecommunications Sponsor, by sharing their expertise and planning entertaining diversions for Arugam Bay's locals and visitors alike. The competition, held in association with Australia's Association of Surfing Professionals (ASP) and through the main sponsorship of Sri Lankan Airlines, sees ninety six of the world's top surfers from 19 different countries compete in Arugam Bay between the 30th of August to the 4th of September; in what is promising to be momentous occasion in Sri Lankan sports.

Etisalat, who has always shown their interest and support for sports in Sri Lanka through the sponsorship of teams such as, A division Rugby Stalwarts; Kandy Sports Club, as well as hosting events such as the Etisalat Golf Classic at the Royal Colombo Golf Club, are further extending their support to the Sri Lankan Airlines Pro Surfing Competition. In addition to the sponsorship, Etisalat will be providing the technical support to carry out international web casting via their 3.75G network.

On the penultimate day of the event Etisalat will also organize a series of activities for the

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visitors and enthusiasts alike. Activities include a kite making competition for the local students from the schools in the area as well as a sandcastle contests so that avid shore sand architects and sculptors can show off the depth of their skill and creativity.

Commenting on the event Etisalat CEO, Mr. Dumindra Ratnayaka, said that it has been Etisalat's pleasure to support sport in Sri Lanka, "The competitive nature and leadership in sport is something that we at Etisalat have always drawn inspiration from and apply to our business philosophy, and in return we support sports in Sri Lanka. When we see the precision and calm with which these surfers ride the waves on the edge of the extreme; it inspires us as a company to be calm and in control in today's competitive business arena." He said.

Mr. Ratnayaka further commented, "When deciding on how best to support the Pro Surfing Competition we understood that it isn't just about the Athletes who are competing, but the way in which sporting events of this nature brings people together from across the globe. We want to add value to the whole competition by providing interactive activities with an Etisalat flavor, thereby making their experience a richer and more memorable one. More significantly we also wanted to extend support to help boost Sri Lankan tourism, and in turn boost the Tourism Sector of Sri Lanka on its road to better and more profitable economic growth"

Etisalat has also commended Sri Lankan Airlines for their initiative, and for their efforts in bringing this international event to our beautiful Sri Lankan shores. Looking to the future Etisalat's CEO is looking forward to developing a profitable and fruitful business relationship

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between the two companies.

As one of the most powerful players in Sri Lanka's telecommunications industry, Etisalat continues to discover new horizons and explore new possibilities in the domain. Etisalat further offers Sri Lanka's most cutting edge Internet solutions with the launch of its 3.75G technology. They stand atop of the ladder in innovation, quality and customer service. Having passed an impressive 3.5 million subscribers in a record time since its launch, Etisalat remains dedicated to increasing its subscriber base and taking the company into greater heights.