

FOR IMMEDIATE RELEASE

Asia Pacific ICT industry awaits eagerly as the champions of the industry are shortlisted

~ 29 prestigious titles are contested for by the industry's finest at the 2008 Frost & Sullivan Asia Pacific ICT Awards ~

Singapore, April 29, 2008 – The 2008 Frost & Sullivan Asia Pacific ICT Awards banquet promises more excitement this year as 29 companies and individuals are honoured. The annual Awards which started in 2004, has grown in scale and prestige over the years. It has since earned a reputation as *the* platform for champions, showcasing Asia Pacific's most outstanding performers and achievers in the information and communications technology (ICT) industry.

This year the awards will be held at The St. Regis Singapore on Friday, 23 May 2008. The event will see a good mix of global as well as emerging companies compete head on for the coveted titles slated within four distinct categories – enterprise vendors, telecom vendors, service providers and the best of the best.

According to Nitin Bhat, Asia-Pacific vice president for the ICT Practice at Frost & Sullivan, innovation in driving profitability and growth is a recurring theme in this year's awards. "The telco industry witnessed innovations in top-line through service bundling and blending; and in bottom-lines through initiatives such as infrastructure sharing.

"The ICT vendors innovated on service delivery through increased managed services and vertical-based solutions approach to add value to their offerings," he adds.

The 2008 Asia Pacific ICT Awards program will recognize the 'best-in-class' performance for financial year 2007.

A much anticipated event in the annual calendar of the ICT industry, the awards has become a benchmark of success among organisations across the region's ICT sector. Nominations are made by a team of Frost & Sullivan experts based on the companies' actual market performance indicators. Measurement criteria include revenue growth, market share and growth in market share, leadership in product innovation, breadth of products and solutions, major customer acquisitions, subscribers and growth in subscriber base, ARPU (average revenue per user) and growth in ARPU, data strategy and next-generation service strategy.

The short-listing along with a detailed evaluation of the nominees is presented to a panel of judges who deliberate on the recipients for the contested titles.

This year, the race is for the following titles:

Enterprise Vendor Categories	Telecom Vendor Categories	Service Provider Categories	Best of the Best
<input type="checkbox"/> Business Intelligence Vendor of the Year <input type="checkbox"/> Enterprise Telephony Vendor of the Year <input type="checkbox"/> Contact Centre Applications Vendor of the Year <input type="checkbox"/> Contact Centre Outsourcing Service Provider of the Year	<input type="checkbox"/> NGN Infrastructure Vendor of the Year <input type="checkbox"/> Optical Vendor of the Year <input type="checkbox"/> Broadband Equipment Vendor of the Year <input type="checkbox"/> Wireless	<input type="checkbox"/> Wireless Service Provider of the Year <input type="checkbox"/> Wireless Data Service Provider of the Year <input type="checkbox"/> Competitive Service Provider of the Year <input type="checkbox"/> Next Generation Service Provider of the Year <input type="checkbox"/> Broadband Service Provider of the Year	<input type="checkbox"/> Most Innovative Application/Product of the Year <input type="checkbox"/> Most Promising Vendor of the Year <input type="checkbox"/> Vendor of the Year <input type="checkbox"/> CEO of the Year: Service Provider <input type="checkbox"/> Most Promising Service Provider of the Year

<input type="checkbox"/> Network Security Vendor of the Year <input type="checkbox"/> Application Networking Vendor of the Year <input type="checkbox"/> Conferencing Service Provider of the Year	Infrastructure Vendor of the Year <input type="checkbox"/> Telecom BSS Vendor of the Year <input type="checkbox"/> Telecom OSS Vendor of the Year <input type="checkbox"/> Mobile Handset Vendor of the Year	<input type="checkbox"/> Mobile Content Developer of the Year <input type="checkbox"/> Data Communications Service Provider of the Year <input type="checkbox"/> Satellite Communications Service Provider of the Year <input type="checkbox"/> Emerging Market Service Provider of the Year	<input type="checkbox"/> Service Provider of the Year
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The panel of judges includes the following influential personalities and leaders in the telecommunications industry.

1. Manoj Menon - Partner & Asia-Pacific Managing Director, Frost & Sullivan
2. Nitin Bhat – Vice President, ICT Practice, Asia-Pacific, Frost & Sullivan
3. Ben Chong - Editor, Network World Asia
4. Tan Hock Hai - Chief Information Officer, ST Engineering
5. Freddie Low - Director, Asia Network Services Information Systems, Polo Ralph Lauren Sourcing, Singapore
6. Henk A G Balsters - Vice President, Emerson Process Management Asia Pacific
7. Ng Yoke Weng - Group Chief Information Officer, SingTel
8. Andy Miller - Vice President of Service Provider Sales, Asia Pacific, Juniper Networks
9. Ashwini Bakshi - Head of Sales, Asia-Pacific, Nokia Siemens Networks
10. Eric Lauzon - Chief Information Officer, Nortel Asia
11. Raghu Prasad - Asia-Pacific Chief Technology Officer, Comverse
12. Hanh Tu - Vice President, Service Provider Operations Asia Pacific, Cisco Systems Inc.
13. Joseph Waring - Group Editor, Telecom Asia & Wireless Asia
14. Norman Donald Price IV - Director, Networks, Bharti Airtel
15. Asmawati Yusof - Vice President, Telekom Malaysia
16. Dr. S. Hariharan - Vice President, Network & Services Operations, Tata Communications Ltd
17. Richard Yu Shing-Pui - Vice President, Managed Services, PCCW Global
18. Tay Soo Meng - Vice President for Networks Operations, SingTel
19. Wilfred Kwan - Executive Vice President, Operations and Technology, Pacnet

Official broadcast partner for the Awards is CNBC Asia Pacific. Questex titles - Enterprise Innovation, Telecom Asia, Network World Asia, Wireless Asia and Global Telecom Directory are official media partners, together with Business Today.

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About the Frost & Sullivan Asia Pacific ICT Awards

The Frost & Sullivan Asia Pacific ICT Awards is held annually to recognize outstanding performance by companies and individuals in the Information and Communications Technology (ICT) industry in Asia Pacific. 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. It has attracted some of the leading names in technology on a single platform to compete for the most coveted titles in ICT. For more information on the awards, research and judging process, and past recipients, please visit www.ict-awards.com

About Frost & Sullivan

Frost & Sullivan, the Global Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting, and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. *Frost & Sullivan* employs over 45 years of

experience in partnering with Global 1000 companies, emerging businesses, and the investment community from more than 30 offices on six continents. For more information about *Frost & Sullivan's* Growth Partnerships, visit <http://www.frost.com>

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