Connecting Africa to The World

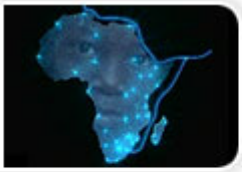
SEACOM



Newsletter ::::: May 2009, Issue 5

Click to go to the **SEACOM** Web site, in order to access:

Latest news
Overview info
Network info
Project progress
Contact info



Message from the CEO

SEACOM is in its final stretch! With the rapid progress of SEACOM's construction, we will soon be providing cheaper and faster bandwidth to our customers. The Site Acceptance Testing was recently completed in Mombasa, and the terminal installation has also been completed in South Africa.

Completion of construction, however, is just the first step in making SEACOM a reality for our customers. This past month, Health Safety and Community training was held in Dar es Salaam, where we also had a consultation with the local fishermen. In Pune, India, an operation training class was attended by the recent personnel additions to the Mumbai, Djibouti, Kenya, Tanzania, Mozambique, South Africa and NOC teams.

In order to position and establish the SEACOM brand in Africa and create awareness of our product offering, we launched an above-the-line advertising campaign. Hopefully you will have already spotted our adverts in a number of print publications and when travelling, keep an eye out for our billboards at various airports. You can also keep up with us on Twitter!!! Our screen name is "SeacomLive" so make sure you follow us. We will also be launching our SEACOM Blog in the next few weeks; our way of keeping up with our end users and listening to what you have to say about SEACOM and how it will affect your lives.

There really are no words to describe how excited we are and we hope you feel the same....stay tuned!

EVENTS

SEACOM will be attending the following events in May:

- 7th Annual Digital Africa Summit, 19 - 21 May 2009, Kampala, Uganda
- TelTech Africa 2009, 6th & 7th July 2009, Johannesburg, South Africa
- Wireless Broadband World Africa 09, 13 - 16 July 2009, Cape Town, South Africa

News

TRAINING IN PROGRESS



(Photo above) Recent consultation held with the local fishermen in Dar es Salaam



(Photo above) HSC training in Dar es Salaam on use of ladders and scaffolding



(Photo above) Operations training class in Pune, India attended by the recent personnel additions to the Mumbai, Djibouti, Kenya, Tanzania, Mozambique, South Africa and NOC teams

News

LATEST RAS SIDR PHOTOS

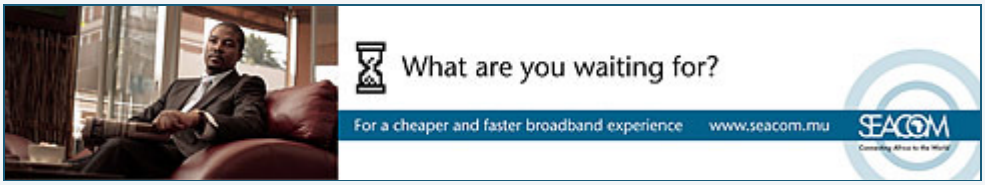


(Photo above) Left: The Power Feed Equipment (PFE) in Ras Sidr, Egypt. This equipment provides the power to the undersea repeaters from Egypt to South Africa;
Right: The Submarine Lightwave Termination Equipment (SLTE) in Ras Sidr, Egypt. This equipment terminates the 10Gbps undersea transmission circuits from East Africa and India.

News

SEACOM MARKETING CAMPAIGN

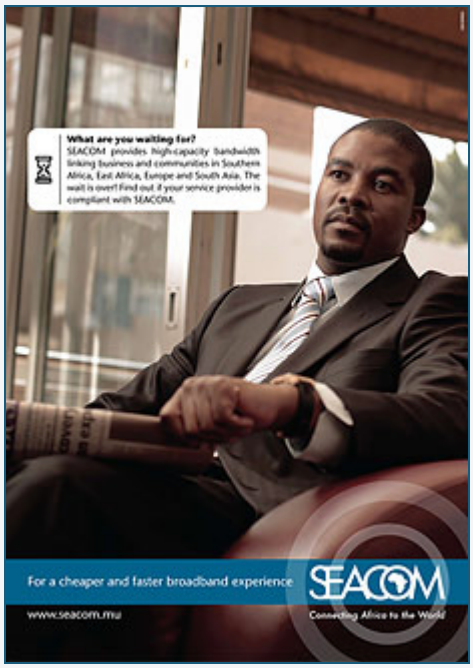
This month, SEACOM launched an advertising campaign to position and establish the SEACOM brand in Africa and create awareness of the service offering.



Keep an eye out for our billboards at Cape Town International Airport, OR Tambo airport in Johannesburg, Maputo's CBD, and Dar es Salaam's airport.

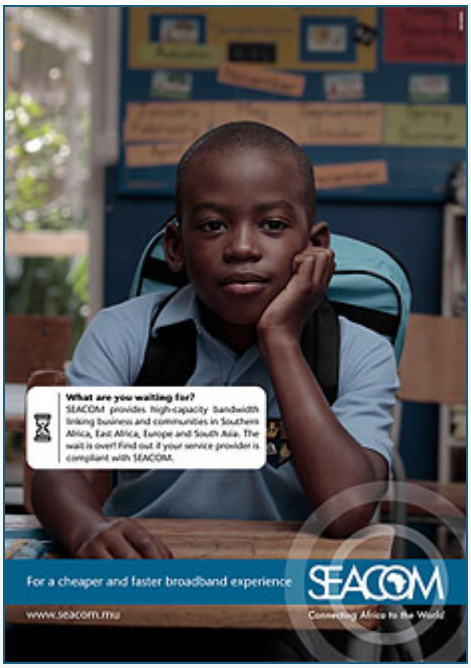
We also have a number of print adverts in the Financial Mail, Business Day, and the Business Report.







(Photo above) The inset used in the ads, followed by the slogan:
"For a cheaper and faster broadband experience"





Seacom in the News

Altech begins to show its hand- ITWeb SA- 02.04.2009

ITWeb (South Africa), 2 April 2009

Will Africa join broadband revolution?

BBC Africa (South Africa), 8 April 2009

W African cable inches ahead

ITWeb (South Africa), 8 April 2009

‘We'll start the price war’

Financial Mail (South Africa), 10 April 2009

Seacom, Interoute team up

ITWeb (South Africa), 29 April 2009