



Press Release

United Arab Investors Acquires 10% of Optimiza Shares

A new strategic partner for Optimiza

Amman, January 2008 - Optimiza (Al-Faris National / (ASE:CEBC), announced the completion of a new partnership deal that brings in United Arab Investors Co. (UAIC) as its new strategic partner. The transaction which was completed in mid January stipulates the acquisition of 10% of Optimiza's shares that are traded on the Amman Stock Exchange by UAIC.

This partnership falls in line with UAIC's interests in strengthening its growth by investing in the vital sectors and its strong belief in the IT sector in particular which is witnessing unprecedented growth and development. This investment also comes as a reflection of Optimiza's continuous growth and success across the region in providing reliable business solutions and services with local support in the areas of management consulting, IT solutions and services, training and outsourcing.

UAIC's CEO, Engineer Haitham Dahleh, reiterated his company's vision and said: "We are very pleased with our new partnership with Optimiza, which comes to embody UAIC's objectives in growing and developing our investments in the different sectors in Jordan and the Middle East. We believe in the Optimiza story and we see it today as a great asset that provides services to many thriving sectors in Jordan and the other key markets through its network of offices across the region that are of particular importance to us."

On this occasion, Hazem Malhas, Optimiza CEO said, "We are very proud to have UAIC on board as our newest strategic partner. UAIC has proven to be at the forefront of investment companies that fully understand the needs of the Jordanian as well as the regional markets. We believe that this partnership fortifies our efforts

in achieving our objectives and continuing our pioneering role in the development of the sector through our competitive IT solutions and services and business consultancy services.

United Arab Investors Co. is Jordan's largest investment company with a paid-up capital of JD 147.5 million (US\$ 208 million). It focuses on investment in three main sectors: financial, real estate and industrial. The company's fundamental purpose is to consistently contribute to Jordan's economic development by constantly offering dynamic ideas that improve its services and performance.

Optimiza is the first technology solutions and business consulting services' company listed on the Amman Stock Exchange. 10% of Optimiza's shares are owned by the Arab Bank while UAE based Rasmala acquired 5% of its shares during the World Economic Forum held at the Dead Sea in 2007.

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About United Arab Investors Co. P.L.C:

Driven by a fundamental purpose of consistently contributing to Jordan's thrive, United Arab Investors Company (UAIC) takes on the job of leading investments with utmost confidence and dedication. Established in 1994, UAIC has transformed itself repeatedly over the years into becoming Jordan's largest investment company with a paid-up capital of JD 147.5 million (US\$ 208 million). The extensive knowledge and astute business approach of its management team have propelled the company into becoming a leader in its chosen sectors, financial, which is represented by its financial arm "Aman for securities Ltd." That was established in 1994 and played a major role in boosting the ASE and UAIC's trading portfolio by achieving impressive profits. In addition to its investments in real-estate and industrial sectors with a main objective of introducing new ideas and influencing economic boom.

As a public shareholding company traded on the Amman Stock Exchange (ASE), UAIC injects the interests of its stakeholders in all of its ventures and strategizes short- and long-term plans to achieve profitable growth and maximize shareholder value. Its diverse investment umbrella took shape through various means of identifying new opportunities and capturing them through mergers, acquisitions and start-ups. UAIC adopts a method of integration when eyeing new investments and assesses economic trends for opportunities arising out of the region and global events.