



Press Release

Optimiza the Golden Sponsor for the Saudi Effat College's 6th Annual Learning and Technology Symposium

Amman, May 2008 – As part of its initiative to support the education sector. Optimiza, (Al-Faris National/ (ASE:CEBC), was the gold sponsor for the 6th Annual Learning and Technology Symposium at Effat College; one of the major colleges in Saudi Arabia. The Symposium, entitled "Cyber Citizenship: Vistas and Visions", was held in Jeddah on the 26th and 27th of April 2008 under the Patronage of HRH Prince Khalid Al Faisal, Governor of the Mecca Region and Member of Effat College Board of Trustees, and HM Queen Rania Abdullah as key speaker.

The event, which aimed at raising awareness of cyber citizenship, falls in line with Optimiza's focus in the region; to create partnerships to continuously enhance and upgrade the education sector in Jordan, Saudi Arabia and the Region.

The Symposium's discussions revolved around a number of themes, including modern technologies and applications and their impact on education, as well as networks, infrastructures and security systems. As part of its sponsorship, Optimiza provided interactive Kiosks with customized software to help the audience get information about the different activities of the symposium. Moreover, Optimiza provided a full computer lab with 21 DELL PC's and webcams in order to assist Effat College to conduct technology workshops during the symposium. In recognition of Optimiza's support, the College has named one of the workshop halls "Optimiza Hall".

In a first-of-its-kind initiative in the education sector in Saudi Arabia, the "Effat Business Incubation Gateway" was launched in cooperation with Optimiza, aiming at helping Saudi female entrepreneurs to face the challenge of initiating and exploring

ideas for different business projects by providing proper coaching and best practice to enhance the potential of Effat College graduates.

On this occasion, Mr. Hazem Malhas, Optimiza CEO, affirmed Optimiza's commitment to the education sector in Saudi Arabia. He added, "We are happy to be a strategic partner with Effat College and support the College's strategy to build bridges between the community and the institution."

For her part, Dr. Haifa Jamal Al Lail, Dean of Effat College, expressed the College's commitment to build the capacity of its graduates and motivate them to develop entrepreneurial projects through enhancing meaningful partnerships with leading institutions like Optimiza, and added, "We are proud of our collaboration with Optimiza through the Effat Business Incubation Gateway, deploying best practices."

As part of its services, Optimiza offers modern interactive kiosks for educational institutions in the Arab Region with the aim of facilitating access to knowledge and information for the use of both students and educators.

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