



Press Release

Optimiza Achieves Leading Position in itp.net Top 100 IT Companies

Optimiza ranks 6th in the System Integrators category in the Middle East

Amman, July 2008 - Optimiza (Al-Faris National/ ASE:CEBC) announced winning the 6th place for the System Integrators category in the itp.net Top 100 competition, which was launched by itp.net, one of the most prominent technology and business news websites for companies in the Middle East.

The competition was divided into nine different categories, namely Business Applications, Enterprise Mobility, Data Centre Solutions, Networking, Office Productivity, Security, Storage, System Integrators and Telecoms & Service Providers. Optimiza had nominated itself in the System Integrators category in addition to 20 other leading companies, including Mideast Data Systems, Emirates Technology Company (EMITAC), HP/ Middle East and Oracle, to name a few.

Mr. Hazem Malhas, Optimiza CEO, expressed his pride with this success and said, "Optimiza has achieved this leading position due to the talent, skills and expertise of its intellectual capital that spans diverse industries, and has contributed to the delivery of the latest integrated IT and consulting solutions to different clients in Jordan and the Region. This result reaffirms the effectiveness of our strategy, which has been instrumental in positioning Optimiza as a solid company in record time. This classification as one of the leading IT System Integrators in the Middle East motivates us to persevere with our work and aspire for improved performance and quality services in order to remain in the lead."

Optimiza's strategy, which focuses on offering a variety of integrated IT and consulting services and solutions to clients from the telecom, banking, insurance, manufacturing and distribution, healthcare, education and government sectors, as

well as securing a broad regional reach, was instrumental to achieving this result. Added to this is a team of over 550 professionals who provide services that include management consulting, IT services and solutions, human resources capital development and training, and outsourcing to diverse clients through a network of offices in Saudi Arabia, the UAE, Kuwait, Qatar, Iraq, and Jordan. This strategy is also boosted by Optimiza's focus on mergers and acquisitions; whereby eight companies were merged under the umbrella of Optimiza, in addition to the acquisition of MenalTech in 2007, as well as its latest acquisition of 70% of Royah's shares from Al-Malaz group. All in all, factors that reflect the company's commitment to excellence.

The itp.net Top 100 competition recognizes companies that are leaders in the IT sector and identifies their strengths in the Middle East. An itp.net committee of experts assessed nominated companies based on criteria covering several aspects, including a company's performance in comparison with global companies, the level of IT services it provides, and its position among competitors.

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