

Optimiza Participates in GITEX for the Second Consecutive Year



Optimiza and Royah Optimiza demonstrate their unique solutions at the largest technology exhibition in the region

Amman, October 2008 – In line with its vision to become one of the biggest IT companies in the Middle East, Optimiza (Al-Faris National Investments / ASE:CEBC) announced its participation in GITEX Technology Week taking place between 19 and 23 October 2008 at the Dubai International Convention & Exhibition Centre for the second year in a row,. This will be Optimiza's first participation after its acquisition of 70% of Royah; a company specialized in systems integration and implementation of

Oracle solutions, being one of the largest Oracle Certified Advantage Partners in the Kingdom of Saudi Arabia.

Optimiza's involvement in GITEX comes as a testament to its commitment to expand on a regional level, particularly in the Gulf and Saudi Arabian markets, and as a continuation of its successful growth in the Gulf markets, especially after its regional launch in the 2007 GITEX exhibition. Through its involvement in this year's event, Optimiza anticipates the achievement of several of its strategic goals, which include surpassing its business plan for 2008, and achieving a revenue growth that exceeds 170% compared to last year.

The company will have a notable presence at Um Al-Quwain VIP room, located at the second floor within the DWTC, where Optimiza's management team from its Jordan, UAE and Saudi Arabia offices will be conducting private meetings with customers and partners. Also, Optimiza will be exhibiting its solutions within Oracle's pavilion in Hall 5 at stations 8, 26 and 47, and the Kiosk team from Optimiza Dubai will be managing the kiosks installed within the exhibition.

Optimiza will be focusing on presenting Oracle based IP's and solutions, which include e-Hope, AMAN, E-Business Suite, Data Warehousing, Siebel CRM, Siebel Contact Center, Workforce Management, Asset Lifecycle Management, Hyperion, Mobility Solutions, EPBL and SOA.

On this occasion, Mr. Hazem Malhas, Optimiza's CEO, said: "GITEX Week presents a unique opportunity to network and build rapport with pioneers in the ICT industry from various parts of the Middle East and the world. It gives us the chance to benefit from new business opportunities, as was the case in GITEX 2007 when we launched Optimiza's offerings and services on a regional level, particularly in the Gulf and UAE markets. We look forward to continuing our path of success, which our clients and partners have been part of, and building upon it."

Mr. Hussam Al Deen Al-Mabrouk, CEO of Royah Optimiza, added: "We take pride in participating in this unique event, through which we aim to reflect a positive image for

the ambitious Arab enterprises by providing the highest quality in Information Technology services and solutions to various sectors.”

Optimiza is the first technology solutions and business consulting services' company to provide management consultancy, IT solutions and services, training, and outsourcing services that boost the business activities of different organizations and increase productivity in various sectors, including Healthcare, Banking & Insurance, Telecommunications, Education, Government and Enterprises.

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