



## **Cedarcom CEO Imad Tarabay Named Winner of the Wireless Broadband Innovation Awards 2009 in the Individual Achievement category**

**BEIRUT, Lebanon, April 29, 2009.** Cedarcom, the leading Lebanese telecommunications operator, announced today that its CEO, Imad Tarabay has been named the Winner of the Wireless Broadband Innovation Awards 2009 in the Individual Achievement Award category.

Entries to this year's Wireless Broadband Innovation Awards were of a very high standard. Over 170 companies and nominees from 34 countries in all continents competed for recognition in their specialized fields.

"Leadership in Wireless Broadband needs strategy, enthusiasm and honesty. Leaders must inspire others to share their beliefs. Our winner has these qualities in abundance. He has shown us how success can be achieved and has shared his success with others, which is the true mark of a leader. Imad Tarabay, CEO of Cedarcom has proven himself as a true Wireless Broadband Innovation Award WINNER by providing excellence and innovation in a highly competitive market place," said Michael Gebert, Founder of WBI Awards.

This year, all finalists have shown themselves to be highly innovative in their approach to wireless applications and deployments. The WBI Awards judges have recognized several large scale deployments in healthcare, resources, transportation and especially municipal wireless, with Europe, the USA and Japan going head to head in this category.

"This award is dedicated to my team, without whom we wouldn't have succeeded at Cedarcom", said Imad Tarabay, CEO of Cedarcom. "Since the time we acquired Cedarcom back in 2004, my team lead the innovation in wireless broadband market in Lebanon. At a time when MPLS was barely recognized as the core layer in the industry, Cedarcom had a country wide MPLS deployment. At a time when mobile broadband was barely recognized to be the future of wireless broadband, we had major deployments in MBWA as well".

Currently Cedarcom is commissioning its most significant expansion plans of its mobile broadband service, tripling its network capacity and coverage reaching major cities in Mount Lebanon, North, South, and Bekaa valley.

Michael Gebert, Founder of the Awards comments, "We are delighted to see such a diverse, international shortlist. Wireless is not a US/EMEA phenomenon - it's global, and it's great that the judges have recognized entries from Macedonia, Portugal, Africa, Lebanon, New Zealand, Sweden, Japan, China, Russia, The Netherlands and Germany."

### **About Cedarcom-Mobi Group**

Cedarcom is the first and only Fixed & Mobile Broadband Wireless Data Provider in Lebanon, providing a breadth of data communication, secure access and last mile solutions to the local industry. Cedarcom holds a wireless data networking license under decree number 10172, allowing the deployment and operation of a country-wide wireless data network with the advanced Broadband technology. Cedarcom has licensed spectrum in the 1.9 GHz, 2.5 GHz, 3.5 GHz, 7.5 GHz and 23 GHz frequency bands, and provides secure wireless access, data networking and last-mile solutions to banks, ISPs, ASPs, insurance companies, universities, multi-branch offices, etc. The company is the first wireless operator to deploy MPLS based services and MPLS VPN in the Middle East. For more information on Cedarcom, go to [www.cedarcom.net](http://www.cedarcom.net) and for more info on **MOBI** service please visit [www.mobi.tm](http://www.mobi.tm)

### **About Wireless Broadband Innovation Awards**

WBI Awards Ltd is a UK based independent institution, organizing the hotly contested independent Awards for users and service providers of wireless broadband worldwide. The WBI Award categories cover excellence in service provision; in enterprise deployment by the end-user; in product development; and personal and corporate achievement. An independent judging panel has selected the winners, who were announced on April 20th. For more information please visit [www.wbiawards.com](http://www.wbiawards.com)