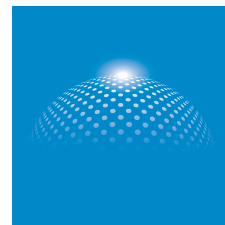


BTAT to gain larger share of KSA Security IT market



BTAT
BT APPLIED TECHNOLOGY

- **Saudi Security IT market worth SR380 million per year**
- **Leading Saudi Integrated Systems provider exhibits at ITNS Conference**

Riyadh, 4 December 2007: Leading Saudi Arabian Systems Integrator BT Applied Technology (BTAT) is poised to grab an increased share of the Kingdom's SR380 million information technology security market following this week's Information Technology and National Security conference (ITNS) in Riyadh.

The 4-day ITNS Conference, under the auspices of the Custodian of the Two Holy Mosques, King Abdullah bin Abdul Aziz Al Saud, was attended by Crown Prince Sultan Bin Abdul Aziz and took place at Riyadh's King Fahd Cultural Center from 1-4 December 2007.

BTAT was exhibiting the company's latest smart system information security technology, designed and engineered to provide a customized, integrated solution for clients who control sensitive data and who demand information technology systems which guarantee the highest levels of security.

Throughout the conference BTAT's exhibition stand was visited by more than 40 existing and potential clients including airports, financial organizations, high security facilities, government departments and telecommunication companies.

"For governments, telecommunications and finance companies of all sizes, protecting and securely sharing information is a crucial business issue. As a Turn-key Integrated Systems Provider, BTAT's Solutions provide cutting edge technologies and industry best practice methodologies to deliver a competitive business advantage," commented BTAT President Mr. Amr Taher.

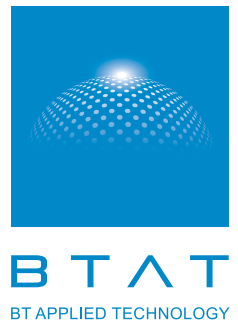
As GCC countries increasingly recognise the need for 'up to the minute', state-of-the-art security, this has caused information technology spending in the GCC security sector to grow by 37% in 2007, creating a market worth SR930 million.

Expenditure on security appliances and software grew by 60% in 2006 alone, with the market predicted to continue to grow at an average rate of 23% each year through to 2011.

Unsurprisingly Saudi Arabia made up the bulk of spending, accounting for 41% of the market, with the UAE second. It is predicted that all GCC markets will continue to show double-digit security spending growth in 2008, with Saudi Arabia once again taking the lead and expected to grow by 45%.

As ITNS delegates debated the critical issues facing the Saudi security IT market, BTAT was able to demonstrate it has already created the largest existing high security, carrier-class network in the Middle East. The company's most high profile project to date is the King Abdul Aziz Endowment Project in Makkah, commonly known as 'The Castle', with an incredible 65,000 converged network connections spanning 1.8 million square meters of development space.

The Castle faces the Holy Mosque in Makkah and is a colossal structure consisting of seven towers, one of which is the 4th largest building in the world under construction, in addition to a central podium, all of which house over 75,000 employees and residents in a mixed retail, hotel, and residential development.



At The Castle, BTAT created the most technically advanced, high security network in the Middle East, a predominantly fiber optic-based network with seven towers connected by a dual optic fiber loop through two Network Operating Centers (NOC).

“Through our established Business Partnerships with global information technology leaders Oracle, Dell, Systemax, Hewlett Packard, Cisco, Panasonic, and others, BT Applied Technology and our subsidiaries DSP, Hasoub and BT Business Solutions have grown rapidly into an international solutions group with hubs in Saudi Arabia, Egypt, Jordan and United States,” added Taher.

“From our global headquarters in Jeddah, BT Applied Technology supports an expanding network of key clients and users, with a vast array of global business partners.”

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Editors Notes

About BTAT

BT Applied Technology (BTAT) specializes in designing and implementing ground-breaking integrated networks in the built environment using cutting edge IP technology.

The company has a global reach from its operations base in the Middle East alongside offices in Boston and the Far East.

An experienced and highly skilled management team will see your project through from planning to implementation to maintenance and operation if required.

With a track record of delivering innovative and challenging projects on time to the highest levels of technical excellence, BTAT is your natural choice for system integration, wherever you are and no matter how complex your requirements.

Using a highly-developed pre-staging process at our in-house secure facilities, all components and their interactions are thoroughly tested prior to onsite installation, guaranteeing full functionality and slashing months from the project's timetable.

Our procurement team specializes in sourcing the very best components on the best possible terms to ensure our customers get a winning combination of optimum performance with world-beating value.