



SEACOM APPOINTS MARK SIMPSON AS NEW CEO

Brian Herlihy to take on executive role of strategic projects

30 August 2011 – SEACOM, the pan-African ICT enabler, announced the appointment of Mark Simpson as its Chief Executive Officer (CEO) with effect 5 September 2011. Brian Herlihy, the current CEO, will remain with the company as a member of the Board and take on the new role of Executive Director where he will focus on strategic projects essential for SEACOM's continued success.

An industry veteran with more than 25 years' experience in the telecommunications industry, Mark Simpson has held a number of senior international executive positions during his career, most recently as President and CEO of Pacific Crossing, a company operating a trans-Pacific cable system between the United States and Japan. He was also Chief Operating Officer (COO) and Chief Technology Officer (CTO) at Asia Netcom (now Pacnet) and CEO of C2C Pte Ltd, Asia's then largest cable system.

Commenting on his appointment, Mark Simpson said: ***"The SEACOM system has changed the African ICT landscape and I am pleased to be joining a market shaping company with a firm plan to evolve its core infrastructure and lead Africa into the next stage of ICT Growth."***

"It is a great opportunity to come to a company with a great team that has accomplished so much already and set out a clear strategic plan going forward. I look forward to working cooperatively with Brian, who has meant so much to SEACOM."

Simpson will be responsible for leading SEACOM into a new era of data-based projects and growth assisted by Herlihy. In addition he will bring to bear his operational know-how in developing and running a best-in-class quality of service international network and ensuring that SEACOM's customers are well served by its network, products and services.

In his new capacity as Executive Director, Brian Herlihy will retain a key role in the strategic direction of the company focusing on maximizing development opportunities and network deployment.

"I am delighted to welcome Mark on board. His experience will contribute considerably to securing SEACOM's efforts to consistently improve network operations while maintaining our position of being first to market with new products."

"Mark's extended experience ensures that SEACOM can leapfrog technology evolutions and develop a best-in-class pan-African solution."

"I am confident that our cooperation will provide me the capacity to pursue the correct partnerships necessary for SEACOM's vision to truly lead the development of the African Internet," concluded Brian Herlihy.

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About SEACOM

SEACOM is a privately financed, developed and owned submarine fibre optic cable network bringing high quality, affordable broadband capacity to Africa through the sale of wholesale international bandwidth and associated services on an open-access basis since July 2009.

Stretching some 17,000km along the eastern and southern African coastlines and onwards to India and Europe, the SEACOM system has already connected many African countries including South Africa, Mozambique, Tanzania, Kenya, Rwanda, Uganda, Djibouti and Ethiopia bringing in many instances previously unavailable access to unrestricted bandwidth.

The SEACOM network offers bundled backhaul, open-access points of presence and global partnerships, to provide high quality, cost effective, end-to-end connectivity. Tiered pricing coupled with open access system integration solutions means that SEACOM has moved beyond the cable to become a major pan-African network with a full suite of IP services and unprecedented benefits for customers.

SEACOM believes in a world where the African Internet experience is interconnected and characterized by abundant local content, minimal latency as well as fast download and streaming speeds. This vision is at the heart of SEACOM's commitment to Building the African Internet.

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