



ADDVALUE TECHNOLOGIES LTD

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ADDVALUE SHIPS ITS 1,000th WIDEYE™ SKIPPER™ 150 INMARSAT FLEETBROADBAND MARITIME TERMINAL

Singapore, April 21, 2010 – Addvalue Technologies Ltd (“Addvalue”) announced today that its wholly-owned subsidiary, Addvalue Communications Pte Ltd, has shipped its 1,000th Wideye™ Skipper™ 150 FleetBroadband maritime satellite terminal (“Skipper™ 150”).

“This is a very significant milestone for us” said Greg Lovingfoss, Addvalue’s Vice President, Maritime Solutions and Business Development, “and represents over a 40% market share of the FleetBroadband 150 market. We have a very customer-responsive engineering team along with experienced and loyal distribution partners that have made this possible for us”.

Wideye™ Skipper™ 150 FleetBroadband terminal offers a voice connection at landline quality, a simple-to-use SMS messaging service and simultaneous internet-capable IP data at up to 150kbps, over 60 times faster than most small vessel data service today. Besides having a built-in web console designed for very user friendly operations, the terminal is also accompanied with a ruggedized color-LCD IP 66 handset that promises protection against water and dust.

The 1,000th Skipper™ 150 has been delivered to Nordic-IT, Addvalue’s distribution partner in Hamburg, Germany. “Having installed the very first FB150 in Europe, we are excited to now be installing Addvalue’s 1,000th terminal”, said Heiko Hoefler, President of Nordic-IT Marine. Hoefler further commented “The Skipper™ 150 is being installed on the MV EURO SNOW which is part of the Global Hanseatic Shipping (GHS) fleet of 15 Container, Bulk Carrier and Ro-Ro ships. The airtime is

supplied by Inmarsat DP Otesat-Maritel of Greece.” (Otesat-Maritel also provided the Inmarsat FleetBroadband service for the first FB150 installed in Europe last year.)

“The installation of the Skipper™ 150 will upgrade the communications capabilities cross our fleet, evolving from Inmarsat-B to Broadband along with the new IP gateway solution "gate4c", said Jochen Meyer, the Technical Manager for GHS. “Intensive testing of this product and a least-cost routing, compression and firewall application developed by *mareData GmbH*, proves to perform excellently via Inmarsat FleetBroadband. In addition, ‘gate4c’ will interface with our Intranet fleet management software.

IP connectivity will replace traditional dialup services one by one, as this gives more flexibility and better rates for the data transfer. The Skipper™ 150 did meet all of our criteria, including keeping the project within the budget.” concluded Jochen Meyer.

About Addvalue (www.addvaluetech.com)

Addvalue is a leading one-stop digital, wireless and broadband communications technology products innovator, which provides state-of-the-art satellite-based communication terminals and solutions for a variety of voice and IP-based data applications. Addvalue has established itself as a key partner to many major players in the satellite communication industry, counting amongst its customer base internationally-renowned leaders such as Inmarsat, Stratos, Vizada, Satlink and Globe Wireless.

Through the recent years of consistent business transformation, Addvalue has emerged to be a leading global developer and supplier of mobile satellite terminals supporting coverage provided by premier mobile satellite communication operators. These terminals are ideal choices for communications in areas around the world where terrestrial networks are non-existent, inept or ineffective. This is particularly so for maritime communications, which rely almost entirely on satellite communications, and Addvalue’s products are well poised to address these needs.

About Global Hanseatic Shipping GmbH & Co. KG (www.global-hanseatic.com)

Global Hanseatic Shipping GmbH & Co. KG (G.H.S.) is based in Hamburg and Leer, Germany, and has branches in London and Oslo. The enterprise was founded in 2001 as a ship management services company. G.H.S. presently manages five container vessels, eight bulk carriers and three RORO vessels, trading worldwide with focus on European waters.

About mareData GmbH (info@maredata.de)

mareData GmbH, based in Leer, Germany, is a research and development company for the maritime satellite business. *mareData* successfully launched their on-board server solution “gate4c” this year. The company was founded by Martin Ehmen and Ingolf Martens in February 2010, and is targeted to supply the maritime industry with a full-featured set of on-board and in-office solutions for communications and ship management. Within 2010, *mareData* will implement their application on board of 36 vessels for Phoenix Reederei in Leer, and Global Hanseatic Shipping in Hamburg.

About Nordic IT Marine Communications (www.nordic-it-marine.de)

Founded in 2002 by Heiko Hoefler, Nordic-IT Marine provides the end user with the expertise to tackle their individual communications needs and select the appropriate airtime/software solutions to cope with their infrastructure. Besides the commercial maritime market, total solutions are provided to yacht owners, aid organizations and media companies. Nordic IT Marine is a general agent in Germany/Benelux and DK for Otesat-Maritel and Addvalue Communications as well as solutions partner Telaurus Communications (USA) LLC.

About Otesat-Maritel (www.otesat-maritel.com)

Otesat-Maritel is a member of OTE group of Companies, offering total telecommunication solutions with global coverage. Otesat-Maritel's portfolio includes a whole range of Inmarsat Existing & Evolved and FleetBroadband services (Distribution Partner) as well as other satellites services. The Company also provides L.R.I.T. services (Authorized Service Provider), activation services of terminal equipment for Inmarsat (Point of Service Activations), as well as Accounting Authority services for the most important flags worldwide.

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