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## **PRESS RELEASE**

### **Successful Launch of Service Event for CYTA UK in London**

A Press Conference and Launch Event was held on Sunday 4<sup>th</sup> December 2005 at Café Royal, London, to mark and celebrate the official announcement of CYTA UK Ltd, wholly-owned subsidiary company of CYTA, to start operations in the UK Telecommunications Market.

In a festive atmosphere, with songs by Deborah Meyers, Manolis Lidakis and Diastasis Group, CYTA UK presented **cyta.talk**, a suite of very competitive packages for fixed national and international telephony and Internet access services. The **cyta.talk** packages are customised to cater for the individual needs of the Cypriot/Greek community in particular, and constitute a landmark for the development of a lasting relationship, between CYTA UK and its customers in the UK.

Addressing the Launch Event, CYTA's Chairman Mr Stavros Kremmos noted that, CYTA has taken the decision to start operations in countries with large Cypriot communities, in line with its corporate strategy and social responsibility to serve the Cypriot people, wherever they might be. Following CYTA's strategy, CYTA UK will continue to provide high-quality total solutions for electronic communications at best possible prices, for the benefit of the customer.

Present at the Press Conference and Launch Event were the High Commissioner of the Republic of Cyprus in Great Britain, Mr Petros Eftychiou, Archbishop Gregorios of Thyateira and Great Britain, the Chairman and Members of the Board and Senior Officers from CYTA, the Chairman and Members of the Board of CYTA UK, the Chairman of the National Cyprus Federation of Great Britain Mr Haris Sofoklides, as well as media representatives.

4<sup>th</sup> December 2005