

Starcom Plc
("Starcom" or the "Company")

Distributor Order

Starcom (AIM: STAR), which specialises in the development of wireless solutions for the remote tracking, monitoring and protection of a variety of assets and people, is pleased to announce that its African distributor, Global Tracking Technology plc, has been awarded a contract to supply a complete fleet management and tracking solution to over 1,300 vehicles in Ethiopia.

The customer, Ethio Telecom, based in Addis Ababa, selected Starcom's Helios product, following a competitive tender process. Ethio Telecom has already expressed its intention to extend the project to include an additional 3,000 fuel management systems for generators in its base stations, across Ethiopia.

The initial project, worth an estimated US\$150,000 to Starcom over three years, is based on a three year Master Framework Agreement between Global Tracking Technology plc and Ethio Telecom. This will allow Starcom to explore other related applications to make Ethio Telecom a major beneficiary of the Company's advanced technology. A senior management team from Ethio Telecom will travel to Israel in the next two months to visit Starcom's R&D centre as well as operational customers of the Company.

Avi Hartmann, CEO of Starcom said: "This new order is the first we have achieved with a Telecom company which includes its own SIM card installed with our tracking solution. The Board believes that this may help in opening up additional businesses in this sector."

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