



12th July 2010

COMPANY ANNOUNCEMENT

The following is a company announcement issued by GO plc (“**the Company**”) pursuant to Malta Financial Services Authority Listing Rules 8.7.5 and 8.16 to 8.19.

Quote

The Company announces that Mr. Duncan Howard, holder of British Passport number 761213811, residing at Unit 7 – Phase 3, Wadi Al Nakhil, Cairo, Egypt, has been appointed Chief Commercial Officer for the Company with effect from the 1st August, 2010.

Mr. Howard has more than 16 years of mobile telecoms experience gained while working for 11 networks in Europe, North America, India and in the Middle East. Most recently, he has held the position of Chief Business Officer (Business Marketing and Sales Director) for Vodafone Egypt. Previously, he has held the positions of Chief Marketing Officer and Director of Customer Service and Retail. Mr. Howard has also held various managerial positions in Revenue Assurance, Fraud, Risk and Collections as well as Programme Management.

Mr. Howard will succeed Mr. Norbert Prihoda who was seconded to GO from its major shareholder Emirates International Telecommunications LLC (“**EITL**”) in 2007 and who is now returning back to EITL’s head office in Dubai assuming a senior group role.

There is no matter concerning Mr. Howard requiring disclosure under Listing Rules 8.16.3 to 8.16.8.

Unquote

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