



## Press release

### **Expway's FastESG™ Solution Selected by ICO Global Communications for Mobile TV Services**

**Paris, February 12, 2008** - Expway, the leading provider of content-rich Electronic Service Guide (ESG) solutions delivered over cellular, broadband and broadcast networks, today announced that ICO Global Communications (Holdings) Limited (NASDAQ:ICOG) has selected Expway FastESG™ for the alpha trial of its ICO mim™ service, which will use the DVB-SH standard.

ICO mim™ (mobile interactive media) is a converged service capable of delivering a wide range of consumer entertainment and communication services, including television, interactive navigation and roadside assistance. ICO mim will be delivered through ICO's next-generation geostationary satellite (ICO G1) and an ancillary terrestrial component (ATC) to the ICO network. ICO G1 is scheduled for launch in March, 2008. The ICO mim alpha trial will take place in Las Vegas, Nevada and Raleigh-Durham, North Carolina.

The Expway FastESG™ solution enables end-users to select, access and watch mobile TV content on portable devices, and delivers other advanced services such as advertising, interactive services, podcasting and location-based services. Combined with Expway's recent trial with Hiwire in the US, this deployment confirms the company's leadership in standard-based ESG and advanced mobile TV services.

"We are proud that ICO has selected Expway for the first DVB-SH deployment in North America. It confirms our global leadership in advanced mobile TV services for both telecom and broadcast providers. We believe that the combined features of the FastESG™ service layer and the DVB-SH standard will deliver a richer experience for end-users of the ICO mim service," said Antoine Weil, chief executive officer of Expway.

ICO has chosen both the Expway client and server products, allowing it to deploy a compelling and personalized mobile TV experience as part of the ICO mim service.

"Expway is a leader in mobile TV ESG, and FastESG™ represents a proven solution that will help enable the unique set of interactive services that ICO mim will deliver to our customers," said David Zufall, senior vice president, network systems for ICO.

### **About Expway**

Expway is a leading provider of end-to-end content & service management solutions over mobile broadcast, mobile telecom and Broadband IP networks. Expway standard-based software solutions include FastESG™, the ESG solution dedicated to Mobile TV and based on DVB IPDC specifications for DVB-H, FastEPG™, EPG solution dedicated to IPTV and based on DVB-IPTV and TV-Anytime specifications, and interactive Services such as betting, voting and advertising.

FastESG™ was the first DVB IPDC compliant solution ever deployed commercially. Expway solutions interface with multiple CAS and DRM systems and are already deployed or market-tested by Telecom and Broadcast Operators in Italy, France, Germany, Sweden, Japan, as well as integrated by handset, STB and TV set manufacturers worldwide. Founded in 2000, the privately-held company is headquartered in Paris, France. For more information, visit [www.expway.com](http://www.expway.com)

### **About ICO**

ICO Global Communications (Holdings) Limited (NASDAQ: ICOG) is a satellite communications company developing an advanced next-generation hybrid system, combining both satellite and terrestrial communications capabilities. ICO is deploying a mobile interactive media service, to be known as ICO mim™. ICO mim will combine ICO's unique interactive satellite capability with nationwide coverage to deliver a new level of interactive navigation, enhanced roadside assistance and the ultimate mobile video experience, including 8-15 channels of premium television content. ICO is based in Reston, Virginia. For more information, visit [www.ico.com](http://www.ico.com).

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