



ARKADIN STRENGTHENS PRESENCE IN ASIA-PACIFIC WITH SINGTEL ***SingTel Selects Arkadin Global Conferencing Services***

Singapore (30th March 2010) – Arkadin Global Conferencing today announced a strategic agreement with SingTel. SingTel will exclusively offer Arkadin’s audio and web conferencing and collaboration solutions for its WorldConference virtual meeting service to all its customers in Singapore.

ArkadinAnytime™, ArkadinEvent™ and ArkadinAnywhere™ audio and web conferencing solutions will be offered under SingTel’s WorldConference brand as SingTel Anytime, SingTel Anywhere and SingTel Event.

Olivier de Puymorin, founder and CEO of Arkadin comments, “We are delighted to be partnering with SingTel, who will be using our proprietary Conferencing and Collaboration platform to provide all their audio and web conferencing services. This agreement adds to the phenomenal growth of Arkadin to further strengthen our global footprint in the Asia Pacific region. Our Singapore team will be working closely with SingTel to grow and expand market share under the SingTel WorldConference brand.”

Chan Yim Leng, SingTel’s Vice President for Business Products, said, “SingTel works closely with top-tier technology vendors to support our customers’ business needs with superior performance, reliability and flexibility. Our agreement with Arkadin further enhances the SingTel WorldConference service and enables us to offer an unrivalled virtual meeting and collaboration experience.”

ArkadinAnytime™ - On demand audio conferencing available 24/7 designed for frequent, regular or last minute meetings and can be accessed from any place across the globe.

ArkadinEvent™ - Pre-scheduled, professionally managed, operator assisted Audio and Web Conferencing service that offers a wide-range of features, including Q&A sessions, conference recordings and call transcriptions.

ArkadinAnywhere™- Web Conferencing and collaboration tool for reaching geographically dispersed audiences with advanced multimedia content.

About Arkadin Global Conferencing

As a global provider of audio and web conferencing services, Arkadin knows that communication is a vital part of any successful business. Founded in 2001, the company has over 600 employees and supports over 9,000 active customers from our operating centres in 23 countries throughout Asia, Europe and North America. Arkadin offers customized solutions, world-class 24x7 customer support, flexible access, easy-to-use tools, comprehensive features, invoicing and reporting flexibility, and global implementation expertise. For more information, please visit www.arkadin.com.sg

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