

INDOSAT RECEIVE 3 TOP BRAND AWARDS 2008

Jakarta, February 17, 2008 – Three products of Indosat namely Matrix received Top Brand Award 2008 for category Post Paid, while Mentari and IM3 received Top Brand Award 2008 for category Prepaid from Frontier Consulting Group and Marketing Magazine. Top Brand Award is given to brands which become main choice of the public and customers.

“The reward for the three Indosat’s brands is a reflection that Indosat’s prepaid and postpaid card is still in the top mind share, commitment share and market share chosen by the public as their communication solutions. It also reflects the strength of the three Indosat’s brands as shown through buying behavior of the customers. This award is also a reflection of Indosat’s commitment to give the best service to the public,” said Teguh Prasetya Group Head Brand Marketing Indosat.

Top Brand is given based on indicator of brand strength called Top Brand Index (TBI) which is acquired through survey of respondents from various ages and economy in several cities. Survey is measured by three dimension, Mind share, Market share and Commitment share, and the result of the three dimension measurement then is formulated in Top Brand Index (TBI)

“Top Brand Award is an acknowledgment of our service in the middle of the tight competition of the same type of products in the telecommunication industry currently,” added Teguh Prasetya.

Indosat is continuously striving to increase service quality through not only the development of network but also through the development of programs and value added services adjusted to the specific segments and needs of the customers.

While, at the same event, the services from Indosat M2 (a subsidiary company in the internet and multimedia businesses) called IndosatNet, also receive Top Brand Award 2008 for category Internet Provider. Therefore, Indosat and its subsidiary company have proven their service commitments to the best quality by receiving a total of four Top Brand Awards 2008.

In the beginning of 2008, Indosat launched program for Mentari customers through Mentari 1 first minute free program and for IM3 customers through IM3 Ce eS-an. Mentari 1 first minute free program offer a free call facility every time Mentari customers starts to make a call. While IM3 Ce eS-an is a program for IM3 customers to be able to send free unlimited SMS full day to two other Indosat’s customers that had been registered.

For Indosat 3.5 G customers, Indosat offers new value added services in the form of Multimedia Messaging called “MEET ME”, with various features such as Video Chat, Video Blog, Video Dating, Speed Dating also Video Announcer (video Advertising) which is the first feature in Indonesia which allow user to advertise through their phone directly and economically.

About Indosat

Indosat Tbk is a leading telecommunication and information service provider in Indonesia that provides cellular services (Mentari, Matrix and IM3), fixed telecommunication services or fixed voice (IDD 001, IDD 008 and FlatCall 01016, fixed wireless service StarOne and iPhone). Indosat also provides Multimedia, Internet & Data Communication Services (MIDI) through its subsidiary company, Indosat Mega Media (IM2) and Lintasarta. Indosat also provides 3.5 G with HSDPA technology. Indosat's shares are listed in the Indonesia Stock Exchange (IDX:ISAT) and its American Depository Shares are listed in the New York Stock Exchange (NYSE:IIT).

For more information please contact:

Divisi Investor Relations

Telp : 62-21-3869615

Fax : 62-21-3804045

E-mail : investor@indosat.com

Website : www.indosat.com

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