



PRESS RELEASE

INDOSAT CELLULAR SUBSCRIBERS REACHES 40 MILLION

Jakarta, November 5th, 2010 – Continuing the strong growth in the third quarter of 2010, today Indosat announced the achievement of 40 million cellular subscribers and at the same time strengthening its position as the second largest cellular operator in Indonesia.

"Our success to recorded 40 million subscribers before end of 2010, in line with our strategy shift towards a balanced "value" strategy and re-allocation of resources focusing on target and market opportunities which has resulted on subscriber's increase. Customers demand higher quality, increased reliability and a better service. Thus we have stepped up to that challenge and are meeting their needs by continuously improving our network quality and services", said Indosat President Director & CEO, Harry Sasongko.

This achievement shows our commitment to continuously providing innovative programs to meet customer needs including offering various retention programs through our brands namely Matrix (postpaid), Mentari (prepaid for family) and IM3 (prepaid for youth). Recent marketing programs launched including MU24H Itu IM3, IM3 Micro Sim Card, Mentari 50, BlackBerry On Demand Irit, I-klan Store & Single Starter Pack Indosat Card. We also launched the retention program called Senyum Setia Indosat.

Various endeavor to offer best services and best performance for its stakeholders has recognized by various parties. In early November 2010, Indosat is selected as the 6th of 10 Most-Admired Companies in Indonesia on *The Asia's 200 Most Admired Companies Awards* by Asian Wall Street Journal.

We also received other awards by several parties this year such as, The Most Recommended BlackBerry Internet Services (by SWA Network & Onbee); Indonesia's Most Favorite Netizen Brand 2010 for the category of Wireless Internet Provider for Mobile Phone (by Marketeers & MarkPlus Inside); The Net Promoter Customer Loyalty Award 2010 category of The Net Promoter Leader 2010 in GSM for IM3 (by Net Promoter, SWA & Mavens); The Best Contact Center 2010 for 13 Categories (by Indonesia Contact Center Association); Top Brand Award 2010 for category of GSM Postpaid (Matrix)- GSM Prepaid (IM3)- Internet Service Provider (Mobile) (by Frontier Consulting Group & Marketing Magazine).

"We will continually innovate and deliver various innovative programs as a manifestation of our commitment to give benefits to our customer and make them smile in enjoying our services. This is inline with our motto Senyum Terbaik Indosat on our 43rd Anniversary in November 2010", added Harry Sasongko.

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 fixed line service, Indosat Phone). The company also provides Multimedia, Internet & Data Communication Services (MIDI) through its subsidiary company, Indosat Mega Media (IM2) and Lintasarta. Indosat is also the pioneer in providing postpaid and prepaid 3.5G cellular services using HSPA+ technology. And the Company'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).



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