

Press Release

10th July 2011

**MUMTALAKAT ANNOUNCED AS GOLD SPONSOR OF
TAMKEEN BUSINESS QUIZ SHOW HELD UNDER THE PATRONAGE OF HIS
HIGHNESS SHEIKH NASSER BIN HAMAD AL KHALIFA**

FinMark Communications today announced that Bahrain Mumtalakat Holding Company, the investment arm for the Kingdom of Bahrain, has extended its support to the Tamkeen Business Quiz Show, being held during the Ramadan period under the patronage of His Highness Sheikh Nasser Bin Hamad Al Khalifa, Chairman of the Supreme Council for Youth and Sports and the President of Bahrain Olympics Committee.

Mumtalakat joins the Business Quiz Show's supporters which to date include FinMark Communications, the founders and organisers, Tamkeen, the event's title sponsor, and Bahrain National Holding (BNH), Al Watan newspaper and Design Grafix.

The Tamkeen Business Quiz Show will gather teams of participants from among the Kingdom's leading companies across important sectors including Banking, Insurance, Telecommunications and Industrials to compete against one another in a business-focused quiz challenge. The Show's aim is to utilize the Ramadan period to promote unity and team work among Bahraini businesses and the community at large. Importantly, the Show is also focused on building awareness of Bahrain's key industries, companies and the talented individuals working within them.

Commenting on the announcement, Jameel Al Sharaf, VP of IT, and head of the corporate social responsibility committee at Mumtalakat, said: "We at Mumtalakat are pleased to lend our support to this initiative. Bahrain remains one of the region's leading business and financial centres and the Tamkeen Business Quiz Show will help to showcase the strength and diversity of the Kingdom's economy, companies and, importantly, its highly skilled work force, which remains a

major competitive advantage for the Kingdom and the companies, both local and international, that operate here.”

“We thank Mumtalakat for their support and welcome them on broad as Gold Sponsors of the Tamkeen Business Quiz Show,” added Ms. Zahraa Taher, Managing Director of FinMark Communications. “As a major stakeholder in some of the Kingdom’s most significant companies, Mumtalakat’s support is hugely gratifying and serves to underscore the importance of such initiatives aimed at promoting Bahraini companies and talent. We encourage other companies and members of the business community – all of whom are stakeholders in the success of the Kingdom’s economy – to take a more active role in promoting Bahrain and its position as a major business hub.”

Concluding, Ms. Hala Suleiman, Tamkeen’s Marketing Communications Manager, said: “Like Tamkeen, Mumtalakat plays an important role in the development and growth of the Kingdom’s economy and we are delighted with their support for the Tamkeen Business Quiz Show and our overall efforts to both help the development of Bahrain’s workforce and private sector companies. Working together with Mumtalakat, FinMark and the other sponsors, we are confident that we can effectively highlight important aspects of Bahrain’s economy and the numerous factors that continue to make the Kingdom one of the most open, competitive and business friendly jurisdictions in the region.”

The Tamkeen Business Quiz Show will commence during the first week of Ramadan with a quiz night held once a week for the remainder of the month. Each week audiences will see four teams from the same industry competing. The Quiz will conclude in the last week of Ramadan with the four winning teams, representing their respective industries, taking part in a final Grand Quiz competition.

Further details on the event’s venues and dates along with other participating organisations will soon be released.

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