

January 23nd 2012: Cairo-Egypt.

Press Release: El Sewedy Electric's subsidiary, Egytech, Awarded Tender for Supply and Installation of High Voltage Cables by the Ministry of Electricity and Water - State of Kuwait valued at approximately US\$59 Million(approximately EGP356Million).

El Sewedy Electric (SWDY.CA on the Egyptian stock exchange) the leading Wire & Cable and Integrated Energy Solution Provider in the Middle East and Africa announces the award of a tender in Kuwait valued at approximately US\$59 Million (approximately EGP 356 Million). El Sewedy Electric's subsidiary, Egytech, was selected from a number of international and regional players to supply high voltage cables and accessories on a turnkey basis to the Ministry of Electricity and Water-State of Kuwait.

This award is extremely important as it is a strong vote of confidence in El Sewedy Electric in the Gulf region. The supply and installation of high voltage cables and accessories on a turnkey basis further solidifies the Company's presence in the Gulf and demonstrates the Company's ability to compete effectively in the region.

Our total backlog for high voltage power cables on a turnkey basis in Kuwait currently stands at approximately US\$160 Million (approximately EGP 966 Million) to be supplied over a 20 months period. We are extremely optimistic regarding strong growth in spending for transmission and distribution projects in Kuwait, and El Sewedy Electric should stand to benefit from this growth given our solid standing and approvals in the State of Kuwait.

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