PRESS RELEASE

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Mobile Money Services Customized for Women

KABUL, AFGHANISTAN | MARCH 06, 2012 – On Tuesday March 6, Etisalat Afghanistan announced the signing of a Memorandum of Understanding with the Ministry of Women's Affairs to support gender equality through the use of mobile money technology during a ceremony held in Kabul. The signing comes several days before International Women's Day, which will be observed around the world on March 8.

Also sponsored by USAID, the program will provide a number of services for female users, enabling them to capitalize on business and training opportunities. Additionally, the program includes special services such as day care centers, pre-natal care centers, health services, vaccination and immunization programs, as well as a hotline for women to address emergency situations.

"USAID sees mobile money as an investment that will fundamentally transform the lives of Afghans. We fully support this partnership between Etisalat and the Ministry, and we will provide assistance to promote further opportunities for all the people of Afghanistan, especially women," said Deputy Mission Director Brooke Isham.

USAID will continue to partner with Etisalat Afghanistan and the Ministry of Women's Affairs to further empower the women of Afghanistan to more actively participate in the development of Afghanistan's economy. Bringing mobile money, social services, and business training opportunities to the women of Afghanistan is one step towards this larger goal.

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The American people, through the U.S. Agency for International Development, have provided economic and humanitarian assistance worldwide for more than 50 years."

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