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A NEW TASK FOR AN OLD GULF HAND

Microsoft Gulf's Murad Lakhdir becomes marketing manager, products

25th November 1998

Dubai, United Arab Emirates

Microsoft Gulf's business development manager for Certified Solution Providers and Authorized Technical Education Centers, Murad Lakhdir, has been promoted to marketing manager, products. The move sees Lakhdir, a long term Gulf resident, taking on responsibility for the marketing of Microsoft's range of innovative software platforms and solutions.

Lakhdir first joined Microsoft Gulf in 1992, moving to Dubai from Bahrain where he worked with Arabic software pioneer O1 Systems. A resident of Bahrain since 1972, Lakhdir was educated at the University of Texas, Arlington and at Richmond College, UK, where he obtained his degree in computer science.

"I've lived around here long enough to have seen some pretty fundamental changes taking place in every aspect of life in the Gulf. In the area where I've been involved since the '80s, Information Technology, that change has been amazing," said Lakhdir. "I see no sign that the pace of development in this market is slowing down, it's speeding up, if anything. So I guess I've got a challenge on my hands, but I'm proud to be working at a company that has been a major instrument of the development of IT in this region, and I'm looking forward to my new task with relish!"

Lakhdir's new role sees a face well known to Microsoft's resellers and channel partners taking responsibility for Microsoft Gulf's strategy on product related issues. He will also

oversee the Gulf subsidiary's contributions to Microsoft's Middle East-wide Arabisation and localisation programs. The company's unique commitment to Arabic language software development has seen Microsoft leading the market in integrated Arabic language applications and operating systems.

About Microsoft Corporation.

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day.

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Microsoft opened its Dubai-based Middle East headquarters office in 1991. This was followed by the opening of country offices in Saudi Arabia and in Egypt in 1995.

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